

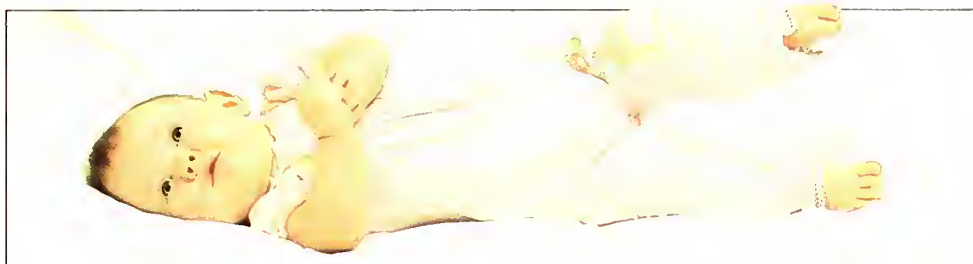
CHEMIST & DRUGGIST

the newsweekly for pharmacy

May 14, 1988



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**Queen's gets
£66,000
practice grant**

**Spoiled forms
mean no EGM,
say Unichem**

**Topics in
treatment**

**Scotchchem '88
catalogue**



**Holidays: how
not to get stung**



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UPJOHN LIMITED, Fleming Way, Crawley, West Sussex, RH10 2NJ.

Upjohn

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COMMENT

The activities of the Society's new look Postgraduate Education Committee have probably escaped the notice of most pharmacists. This is a regrettable reflection on the interest the average practitioner takes in continuing education. However, the subject is not going to go away: there is growing pressure from within the profession for the pharmacist to combine his practice with a regular commitment to continuing education.

PSGB vice-president Marion Rawlings was reflecting this view when she proposed at Aston University recently that a pharmacist should hold a certificate of proven competence as a prerequisite to practice (but not to registration). She went on to suggest that assessment of competence should be by a simple exam to be taken every five years. Indeed her proposals were quite detailed. However, she also recognised that financing and organising such an undertaking would be an enormous effort. In the short term concentrating on improving the quality, availability and accessibility of continuing education courses provided at a regional level would seem to be a more profitable exercise.

The PEC has requested £280,000 from the DHSS to

pay for full time course organisers in England and Wales. Its centrally funded initiatives have produced "communications" and "response to symptoms" training packages which should be available to every region by the Autumn. And it is co-ordinating the Society's distance learning programme. Hopefully its influence will soon begin to make an impact, because what has dogged a series of well meant local initiatives has been a lack of central co-ordination, and, more importantly, a failure to really sell continuing education to pharmacists. They must know where to find it, and it must be both appealing and useful.

It will become increasingly difficult to get money for training initiatives out of the Department of Health, in spite of the promises made in the Primary Care White Paper. Pharmacists are going to have to demonstrate their need, and that means making more use of what is currently on offer. But altruism will only go so far. There has to be an increase in the inadequate locum expenses fee to allow community pharmacists to attend Section 63 courses. And there has to be some central commitment from Government before a return in terms of better health care advice becomes available. £280,000 would be a good start.

£66,000 grant for practice research at Queen's Belfast

The Nuffield Foundation is making a grant of £66,168 to support the setting up of a pharmacy practice research unit at the Queen's University of Belfast.

The grant will be spread over three years and covers the cost of recruiting a senior research officer. The Nuffield Foundation was approached last Autumn jointly by the University and the Pharmaceutical Society of Northern Ireland.

Although the approach was unsolicited, Mr Anthony Tomei, assistant director of the Foundation, noted that one of the recommendations of the recent Nuffield Report was that there should be more pharmacy practice research.

Notice of the grant was received by the Council of the PSNI at its April meeting. The Society also heard that it had been designated by the Department of Health as the competent authority for Northern Ireland for the purposes of registering pharmacists from other EEC countries.

The report of the Ethical and Law Committee meeting of April 6 was adopted. It contained proposed guidelines to the Code of Ethics which will be discussed at the May Council meeting.

Mr Crawford asked if it was possible for Council to take

stronger action in cases where members have repeatedly breached the Society's Code of Ethics. The secretary explained that if the Council has written on a number of occasions to a member who has, in the Council's opinion breached the Society's Code, the Council can refer the matter to the chairman of the Statutory Committee.

Dr Maguire was congratulated by the president for the excellent first time tutors' course held in the Society's House on April 20. Mr Holliday suggested that the Council should help tutors to arrange experience for students.

The seminar provisionally arranged for June 26 has been cancelled. The treasure hunt and disco planned for June 25 has been brought forward to June 15.

The application by Thomas John Scully, 38 Omagh Road, Drumquin, co Tyrone, for restoration to the Register was granted subject to the payment of the statutory fees.

The following applications for registration as students were granted:-

Brian Bell, 12 Carwood Parade, Glengormley, Newtownabbey
Sandra Margaret Crozier, 54 Newpark Road, Dromore, Omagh, co Tyrone BT78 3JU

Patrick Gerard Finnegan, 16 Dunlambert Drive, Belfast BT15 3NF
Ruth Margaret Lord, 8 Dunluce

Street, Portrush, co Antrim
Orla Noreen Mary McCallion, 1 Sedan Avenue, Omagh, co Tyrone
Paul Anthony McCarron, 106 Trench Park, Belfast BT11 9FG

Anna B. McCarton, 32 Lower Annagher, Coalisland, co Tyrone
Thomas Mark Nelson, 14 Rosepark, Dundonald BT5 7RG

Colette Marie O'Neill, "Arus-Na-Greine" Killuney 33 Portadown Road, Amargh

Joanne Bernadette Rafferty, 28 Belgravia Avenue, Belfast

Brian David Wells, 44 Glenavy Road, Crumlin, co Antrim BT29 4LA

The application for registration as a tutor was granted to J.W. Moffett, Central Pharmacy, 82 Burn Road, Cookstown.

Coughing up ACE inhibitors

When counselling a patient with a persistent cough it is important to recognise that it may be caused by an angiotensin converting enzyme inhibitor such as captopril or enalapril.

This conclusion was made by Dr Berkin of the Leeds General Infirmary and Professor Ball of Leeds University, who reviewed 365 cases of cough related to ACE inhibitors reported to the Committee on the Safety of Medicines.

Although only a few patients are affected, the role of ACE inhibitors may sometimes be missed. "Cough is common and is not a side effect traditionally associated with drugs," they say in the *British Medical Journal*.

The cough is non-productive, irritant, and is worse when lying down, say the authors. If the patient can tolerate it then continuation with treatment is recommended. In some the dose may have to be reduced.

CSM reports on 86-87 ADRs

Over 600 patients have died as a result of suspected adverse reactions to drugs during the past two years.

In 1986 the Committee on Safety of Medicines received 15,527 adverse reaction reports, including 336 deaths. The following year 16,431 reports were submitted, including 280 deaths. In both years, the most common suspected reactions were dermatological, followed by reactions affecting the central and automatic nervous system and

gastro-intestinal tract. Drugs most frequently associated with serious and life-threatening reactions were the non-steroidal anti-inflammatory agents.

Of the drugs first marketed in 1986-87, the one associated with the most reactions was fluvoxamine for which there were 626 suspected reactions, including five deaths. Writing in last week's *British Medical Journal*, the CSM says it is too soon to draw firm conclusions about the adverse reaction profiles of drugs introduced during these two years. Serious reactions associated with etodolac included gastro-intestinal, skin and pulmonary effects, but at this stage its toxicity cannot be distinguished from other NSAIDs on prescription, the CSM believes. Other drugs launched in 1986 which produced substantial numbers of reports were terodiline, propofol and nicardipine.

The traditional yellow cards now account for 52 per cent of reports received by the CSM; the BNF and FP10 cards account for 34 per cent. The CSM says adverse reactions are still grossly under-reported and asks doctors and dentists to report all suspect reactions with new drugs, and serious reactions only for older, established drugs.

PAGB unhappy at Medicines Agency cost

The Proprietary Association of Great Britain is to press the Department of Health to reconsider its decision to establish an independent Medicines Control Agency without a joint industry/DHSS Treasury Budget Committee to set targets and review performance.

The PAGB says a reorganised and technologically updated Agency, proposed as a result of the Cunliffe/Evans study of the work of the Medicines Division, is

"good news" tempered by the proposal that industry will incur all the operating costs — currently £9m a year. Information technology and reorganisation of procedures should contribute to improvements in output, but the PAGB notes that the Division's major problem is the recruitment and retention of professional staff. To help overcome this, the Cunliffe/Evans study proposes that the pay of pharmacists and doctors in the Agency should not

be linked to Civil Service scales but market rates, while freedom from Treasury control would allow managerial autonomy and flexibility.

But the PAGB says that if the Department's current proposals go through, higher costs are guaranteed, but not improved performance. "Industry is effectively being asked to sign a 'blank cheque' and we consider this unacceptable," the Association says.

The fee for first and third tiers, therefore, remain exactly the same as at present. The middle tranche increases from a fee of 48p and a band width of 1,400 to

Officials met with lawyers last Thursday to discuss the possibility of opposing the parallel import clawback on legal grounds. The outcome was reported to the full committee this week, but it is understood there is little chance of an action succeeding against the DHSS at present.

Astill criticises DHSS attitude to cost-plus

The profession had let the Government off the hook by accepting the money axed over two years, only to see the Department stand firmly behind cost-plus over the additional discount for parallel imports.

The meeting decided that NAPD director Ossie Logan should write to the Minister for Health urging him to reconsider his decision.

could be met. If consumption of more expensive and/or sophisticated medicines was stopped right across the public and private markets, it does not follow that resources would become available for an adequate supply of essential medicines at the primary health care level.

Over the past 25 years "there has been an astonishing degree of stability if not actual cordiality in the relationship between the DHSS and pharmacy," he said. "Having said that, the Government has never hesitated to take advantage of the results of labour, stockholding, discount and other inquiries when they have been to its benefit, which has

There is to be an original Kodak camera on sale which was patented in Britain on May 8, 1988. Christie's estimate it will sell for around £1,500-£2,000. The camera originally cost \$25 and held enough film for 100 exposures, producing a 2½ inch diameter negative.

After the seminar Dr Colin Virden, PGC secretary, said: "A prospective contractor may have his contract refused after laying out an appreciable amount of capital and registering the premises as a pharmacy."

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Board discusses EEC's 1992 internal market

The completion of the unified EEC internal market has implications for three main areas in the medicinal field — licensing, pricing and marketing — before barriers can be totally eliminated.

At its April meeting, the Board of the National Pharmaceutical Association heard that existing licensing Directives would be extended to cover all medicinal products by 1992, including immunological medicines, medicines derived from human blood, and radiopharmaceuticals.

In pricing, a Directive was now being discussed which would require national authorities to disclose their criteria in setting prices for medicines, and would regulate administrative procedures. Proposals to reduce price barriers to trade would consider the need to encourage the future development of an innovative pharmaceutical industry. Harmonisation of Member States' rules for judging the quality, safety and efficacy of medicines were to be extended so that all medicinal products would be subject to specific marketing rules by 1992. As a single European market in medicinal products would, perhaps, not be achieved if Member States were free to decide what medicinal products may be marketed on their territory, an alternative approach may need to be considered.

'Directive to speed up freedom of establishment'

The "mutual recognition" Directive for pharmacists had finally come into force on October 1, 1987. The long delay had prompted the EEC Commission to look at similar Directives for other professions. A Directive on a General System for the Recognition of Higher Education Diplomas has been proposed so as to speed up the freedom of establishment for all professions within the community. The Board noted that this Directive would enable members to offer their professional services across national frontiers, although the profession of pharmacy had already been the subject of a specific Directive.

In order to help small and medium-sized enterprises

(SMEs) in the retail trade to make the most of this open internal market, the European Commission had organised a European Forum. The aim was two-fold: "To give SME retailers direct access to the Community decision makers", and "To inform the European Community of the concerns of SMEs to promote a better understanding of their requirements". The SME action programme sought to create an administrative climate in which small business would prosper.

Parallel imports — discount clawback Board members were dismayed to learn about the imposition by the Department of Health of an extra discount from the remuneration of contractors in respect of parallel imported medicines. There was some relief that the discount was not technically a "clawback" as it would not be applied retrospectively.

It was decided that a strongly worded letter be written to the DHSS in full support of the representations of PNSC (C&D April 30, p816). In addition to reminding the Government why the Board could not support the use of parallel imports, such as the need to over-label, differences in appearance, packaging and enclosed leaflets, the Board felt that the DHSS had not considered the "unfairness" of its decision.

For these reasons many, if not most, pharmacists had not purchased parallel imports believing their use to be unprofessional and not in the best interest of patients. The extra discount could very well persuade such caring pharmacists to proceed contrary to their professional consciences.

However, an increased demand for imported licensed medicines would be unlikely to be met because they would then be in short supply and this would stimulate the importation of licensed medicines. And those unable to obtain imported medicines would be penalised by the Government most unfairly.

Minor relocation The Board agreed that a relocation should be regarded as "minor" only when there was no significant change in the dispensing pattern afterwards. It should be considered a transfer and not a relocation if a neighbouring

pharmacy suffered significantly as a result.

The Board also felt there should be a right of appeal against a PPSC decision on applications for minor relocation. After further discussions with other organisations, all developments would be examined by the Board.

EEC matters The Board noted with satisfaction that the EEC Pharmacy Group in Brussels considered all veterinary medicines should be distributed by pharmacists even though member states had different legislation and practices concerning the control and distribution of animal medicines.

The Board was reminded that under the Pharmaceutical Directives on Medicines, EEC manufacturers and importers of non-EEC products had to have manufacturers' or import authorisation. Also the criteria by which the licensing authority was to judge the safety, efficacy and quality of a medicinal product were the same as those of the CSM in the United Kingdom. A proposed change to one of the Directives would make the inclusion of an instruction or information leaflet for the general public in the pack of all counter medicines obligatory.

The Board learnt with interest that the professional body in Holland (KNMP) was considering introducing a certificate for "intercollegic testing" where a pharmacist submitted himself to a critical assessment of his actions by a peer group of colleagues. The test had been instituted 12 years ago and 80 per cent of all pharmacists had submitted to it voluntarily. The certificate for testing could be displayed by the pharmacist.

Supervision and personal control The

Society Council's views on Nuffield's recommendations relating to personal control and supervision of dispensing and sale of medicines were almost entirely compatible with those of the NPA Board, which therefore approved and agreed to support the Council's consultative document.

Amendments to the POM Order The Board agreed with most of the proposals for transferring medicines from the P classification to POM. The two exceptions were danthron and sympathomimetic eye drops, which they felt should remain Pharmacy only, and topical hydrocortisone preparations which should be classified P not by individual product name, but by reference to indications, strength and appropriate labelling.

Pharmacy planning Mike Thornton, chairman, noted that the Board meeting was the last which Eric Fortune, pharmacy planning consultant, would be attending. The chairman thanked Mr Fortune for the successful effort he had put into restructuring the department.

Training Ailsa Benson, training officer, reported that the third Merrell Dow prize for the best task sheets submitted in any one month had been awarded to Lynne Parker, a sales assistant at Norman Best Ltd, in Keighley.

Officers In addition to the election of Michael Thornton as NPA chairman and Roy Jones as vice-chairman (C&D April 30, p850), Bob Worby was re-elected treasurer. Mr Jones was confirmed as chairman of the general purposes sub-committee, Mr Worby chairman of the finance sub-committee and Jeremy Clitherow chairman of the business service sub-committee.



Gary Hall, Merrell Dow, presents Lynne Parker with her training award (see above), watched by NPA Board member Leshe Calvert (left) and pharmacist Colin Eccles



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'Set up fund,' lawyers tell Wyeth

Solicitors have asked Wyeth Laboratories to set up a compensation scheme for people who claim to have suffered after taking Ativan.

One of the solicitors co-ordinating claims from around 200 firms representing people who claim to have suffered ill effects after taking benzodiazepines told *C&D* that Wyeth were chosen because the vast majority of complaints they have received concern Ativan. There have been complaints about other drugs and the solicitors plan to write to other companies in due course.

Wyeth would only say that the letter asking for a compensation scheme is receiving their attention.

Natural links with Europe

The Natural Medicines Society is endeavouring to develop links with consumer groups in Europe.

Last weekend the Society hosted the first meeting between delegates from France, Germany, Holland, Belgium and the UK. It was agreed to form a federation to be called the European Natural Medicines Federation, the prime objective of which will be to work towards recognition of the principle of plurality in medicine throughout Europe.

There are also moves to set up an umbrella group representing all branches of alternative medicine in the UK, as suggested by Baroness Trumpington, to further the cause of alternative therapies.

The Society is currently putting together a leaflet on natural alternatives to tranquillisers which is to be distributed free to the public and promoted through major media, says the Society.

At its annual meeting recently, Lord Colwyn was elected president of the Natural Medicines Society, taking over from Lord Willis, and Maurice Hanssen was elected chairman — the post previously held by Lord Colwyn.

The College of Pharmacy Practice is asking any pharmacists who wish to form a new study group in Cornwall to contact R.M. Padbury, director of pharmacy services, Royal Cornwall Hospital, (Treliske), Truro. Tel: 0872 40049.

TOPICAL REFLECTIONS

by Xrayser

Bite time

The season is on us again. All day long, with the sun out for a while, I have had a stream of customers seeking relief from insect bites. We thought we were well prepared. A couple of dozen hydrocortisone cream, Piriton bought on bonus, Triludan, and 3-4 dozen assorted insect repellents. I won't say we've gone through the lot, but I am re-ordering. I made a note last year of total sales, and so far I am well ahead, thanks to the little beasties.



affection and pride in his young family. But I was glad for them, and threw in a free film and batteries as an acknowledgement... Getting a bit soft I guess?

Latitude

While on the subject of photography, did you see the Agfa ad last week? It has to be one of the most effective yet as an example of how to get a fairly complex message over in the most dramatic and easily understood way.

They tell us their new film has an exposure latitude of five stops! Two

stops under, ranging to three stops overexposed. I'm not so sure the current Kodak film is not also able to tolerate such gross errors of exposure. But the message of Agfa is unmistakable. In addition the marketing — three extra prints per roll, and the price and the margins — everything looks set fair for success!

But where are the reps? I have bought my season's film. I would have loved to have taken Agfa. But it's too late now.

Incognito

At times I wish I were not Xrayser. It is an inhibiting position. Often, I am unable to talk to colleagues at branch meetings about current affairs in case I disclose my views.

But a 'fly on the wall' attitude has some compensations; like the other night when I heard a crowd of Unichem members bewailing the truly delicious dilemma they find themselves in. If, as they seem to agree, they will have to buy parallel imports to offset (at least) the imposed 0.34 per cent penalty, their buying will be diverted from Unichem thus reducing the qualifying totals on which their increased share issues are to be based. They have some nice calculations ahead, since the share value is not a known quantity. I like it!

But underlying this irony is the implicit acceptance of the Government's imposition of a requirement to use PI drugs from now on. Question: What will the wholesalers do?

COUNTERPOINTS

Elida aiming to set body spray market On Fire



On Fire is the latest variant in the Impulse body spray range.

Elida Gibbs' marketing strategy is to introduce regular new variants targetted to specific personalities. On Fire is intended for 14-16 year olds but research suggests it will also appeal to the 17-24s. It has a confident, more daring image than previous variants.

A £1.5m spend will support On Fire in television, cinema and Press advertising; £3.5m is being spent this year on the whole Impulse range.

Advertising in women's magazines, starting in the June issues, includes 22 million scent strips. For the first time there will also be a 25ml trial size (£0.49). Last year's free flowers scheme

will be repeated, offering a 50p on-pack coupon redeemable against a bouquet from an Interflora florist.

Twin packs will be available during the Summer and the Christmas coffret will offer 12 scented notelets in Captivation, Impressions, Chic or Hint of Musk. Public relations will include programmes in teenage magazines, sampling and an Impulse magazine which will be distributed through Inform magazine, to over 300,000 schoolgirls.

The company says body sprays account for 17 per cent of the anti-perspirant-deodorant market. The sector is worth £3 million, having grown almost 50 per cent in the past three years. *Elida Gibbs Ltd. Tel: 01-486 1200*

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When your Shop's a Carnation Footcare Centre, your sales are definitely on the right footing. You'll have a superb range of products, along with comprehensive show material for your shop. It's a great way to help your customers to better footcare and you to better sales.

What's more you'll receive our "Foot-notes" newsletter with a special lucky number which could win you a lamb's wool sweater or £100 in cash. This month's winners are:-

£100 CASH	0300	Kathleen James Pharmacy, Bristol
	0707	Bannermans Ltd., Glasgow
	0693	Dawsons Chemist, Sheffield
	0517	Wrigleys Chemist, St Annes on Sea
	0120	G. E. Phillips Chemist, Birmingham
	0162	Wylds Green, Birmingham
	0272	Orchid Pharmacy, Newton Abbot
	0614	Astons Chemist, Southampton
	0793	S.C. Patel Chemist, London NW1
	0330	Davies Chemist, Essex
	0189	Co-op Chemist, Brighton

LAMB'S WOOL SWEATER

If you're one of the lucky winners shown here, contact Carnation immediately. Your Seton rep will also be in touch with you. Don't miss next month's draw either. Once again, there'll be 10 sweater winners in the 10 different sales areas, along with a lucky £100 winner, so you're in with a great chance. Winning numbers will appear in the June 11th issue of this magazine.

If you'd like to know more about the benefits of becoming a

CARNATION Complete care for your feet Carnation Footcare Centre, contact us now.

Carnation, Cuxson Gerrard & Co. (Dressings) Ltd., Oldbury, Warley, West Midlands B69 3BB. Tel: 021 544 7117 (Publicity Dept.)

Magic touch of colour from Rimmel

Rimmel are backing their new Magic collection of cosmetics with a consumer competition offering £70,000 worth of holidays.

By proving two purchases from the range of lipsticks, lip tints, Cleversticks for lips (all £0.99) and nail polishes (£0.69), consumers can enter a free draw via a leaflet at POS. The first prize is a trip to Disneyland, California.

In addition Rimmel have introduced new cosmetics shades and styles. Under the name of Eye Time they are offering double

ended eye liner pencils (£1.29) in ten double shades, complemented by runproof mascara (£1.15).

They have repackaged their push up lipstick to bring it in line with their Fashion Plus brand (£0.95) and are now offering it in six new shades. Moisture Plus Lipstick is now available in almond macaroon, lip liner pencil in pink pastiche or copycat coral and the complete matte make-up in fresh almond or golden bronze. *Rimmel International Ltd. Tel: 01-637 1621.*

Max Factor look to eyes

Max Factor have repackaged their eye make-up range, as part of the complete relaunch of the brand which has been taking place throughout this year.

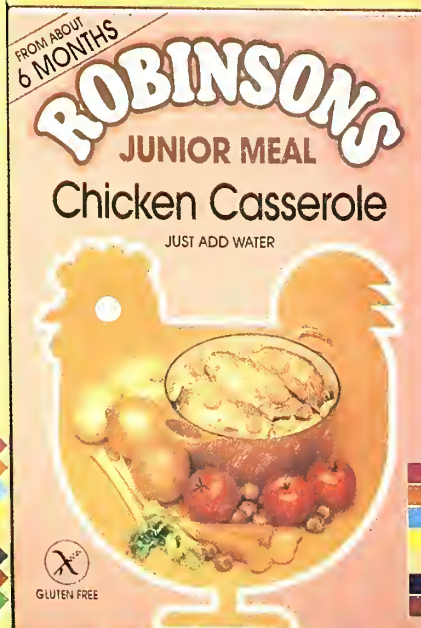
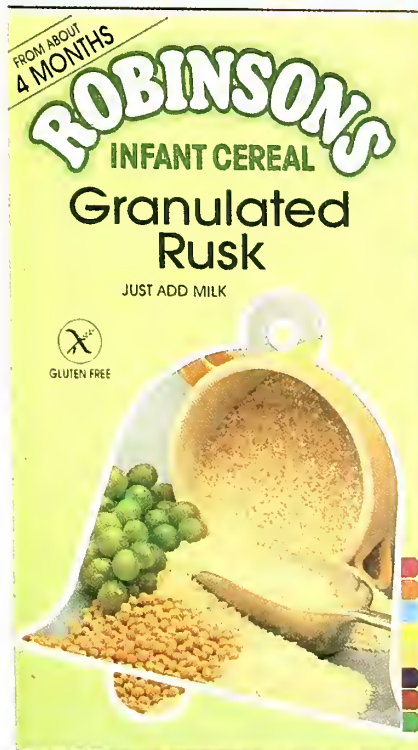
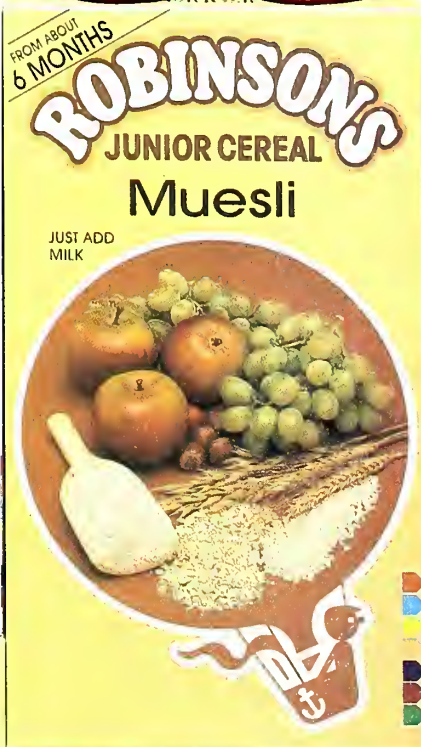
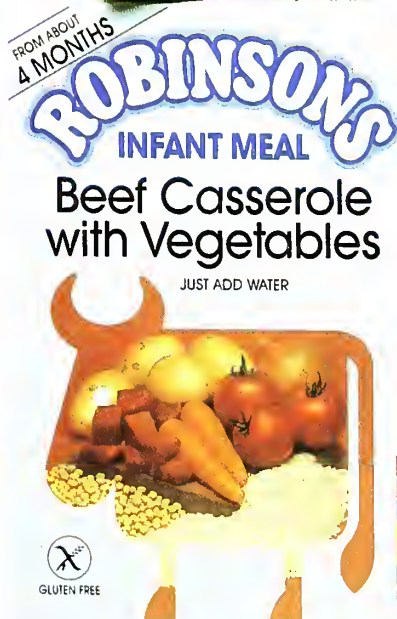
Packaged in new black livery, the range now includes two new additions: kohl pencil in ten shades, and eyeshadow quartets in four combinations, and the rest

of the range now features new shades.

The products are to be advertised in the women's Press with titles including *Family Circle*, *Good Housekeeping*, *Options*, *She*, *Cosmopolitan*, *Woman* and *Living*. Total spend is £750,000. *Max Factor Ltd. Tel: 01-568 4333.*



**BABY FOODS?
TEACH MUMS
THE 3 R's!**



RELIABILITY. Mums, especially new mums, need advice they can trust when weaning time arrives.

And that's when they turn to you, the chemist.

Robinsons are the Baby Foods you can confidently recommend.

Nutritionally balanced with all Robinsons experience and expertise, they are free from all artificial flavours, colours and preservatives. And there's a Healthy Eating Guide on every pack, to reassure her.

RANGE. From a first rusk that's gluten-free and has no added sugar to Junior Meals with chewy pieces... from breakfast to dinners and desserts... Robinsons Baby Foods provide a complete menu.

They taste so good that even the most finicky eater will be tempted.

And because mum mixes them herself, she can make just what baby needs and safely save the rest.

When mums ask your advice, tell them about the Baby Foods with the name both you and she can trust... Robinsons.

'And I will go on telling her on the TV and in specialist Mum and Baby Press!'



ROBINSON'S
ALL MUMS NEED
TO KNOW ABOUT BABY FOODS.

The symbol of service
to the chemist.

counterCALL

Full Marks from Wellcome

The Wellcome Foundation are offering pharmacy assistants the chance to win a total of £1,500 Marks and Spencer vouchers in a Marzine RF competition being launched this month.

Entrants have to find 22 holiday-related words hidden in a letter square. The first 150 correct replies drawn out of the hat on September 30 will each receive a £10 voucher. Contest cards, with pre-paid postage, will be available from Wellcome Consumer representatives from the end of May. *Wellcome Consumer Division. Tel: 0270 583151.*

Evans duo

Evans Medical are extending their vitamins range with the addition of cod liver oil capsules (60s £0.67) and evening primrose oil capsules (40s £1.98 all prices trade) *Evans Medical Ltd. Tel: 0403 41400.*

Sweden's No 1 comes to the UK

The leading Swedish range of condoms from RFSU is being launched in the UK by distributor Thomas Christy.

The range of three is manufactured by Sagami in Japan and subjected to a rigorous testing procedure claimed to be in excess of that required by the British Standards Institute.

Okeido is a superstrong condom (10, £3.29) presented in a patterned black pack. Birds 'n Bees (10, £2.79) is coloured green and ribbed for extra stimulation. Black Jack (10, £2.79) is black, shaped and lubricated and is designed "to add a little spice to the occasion," say RFSU.

Each pack carries illustrated instructions on how to use a condom safely. A merchandiser stressing the stringent testing procedures holds 36 packs. Thomas Christy marketing manager Steve Barker comments: "RFSU condoms are the safest available on the UK



market to date. The number of condoms in each pack leaves behind the tradition of the infamous 'pack of three', which combined with the sophisticated designer packaging makes a completely new statement about purchasing, carrying and using condoms. *Distributor Thomas Christy. Tel: 0252 29911.*

Fly Concorde with Farley

Crookes are now offering pharmacists "the chance of a lifetime" to fly on Concorde to one of four exotic destinations. Pharmacists who most accurately estimate Concorde's position during a flight from London to Cairo have a chance to share prizes to the value of £100,000 in the "Take off with Farley's" competition.

Opportunities to enter are gained by ordering Farley's products within the promotion, which are Complian, Ostermilks, Farex, Breakfast Timers and Rusks.

The promotion runs until June, when the six lucky winners and their partners can select whether to fly Concorde to visit the pyramids, the Kirov Ballet in Leningrad, the Venice/Simplon Orient Express, or a cruise on the Danube.

The company have also produced some new POS material for pharmacists, with a range of colour shelf edgers featuring the baby products. *Crookes Healthcare Ltd. Tel: 0602 507431.*

YOU CAN'T RECOMMEND A

NUROFEN

A BREAKTHROUGH IN PAIN RELIEF



THE QUEEN'S AWARD FOR
TECHNOLOGICAL ACHIEVEMENT
THE RESEARCH DEPARTMENT
THE BOOTS COMPANY



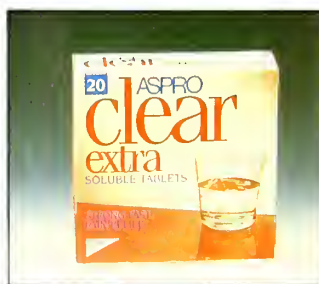
'Extra strength' for Aspro Clear

Nicholas Laboratories are extending their range of soluble analgesics with the launch of a new extra-strength brand, Aspro Clear Extra.

The Pharmacy-only medicine contains 500mg aspirin, which dissolves in water to provide a clear solution with a citrus flavour. On-pack indications are for relief of severe headaches, migraine, period pain, muscular and rheumatic pain as well as specific disorders such as sciatica and fibrositis.

Dosage is one or two tablets in half a glass of water every four hours, with a maximum of eight tablets in 24 hours. It is not recommended for children under 12 years.

Aspro Clear Extra is available to the trade in cases of 12. Each pack contains 20 tablets and will retail for £1.20. It will benefit from a £345,000 consumer advertising campaign which will run in the women's Press later this year,



say Nicholas.

Further additions to the range are anticipated, reflecting Nicholas' policy of developing specific new products for precisely-targeted market sectors, according to OTC pharmaceuticals marketing manager Michael Connolly. He says the launch reflects the trend towards stronger, faster-acting products within the £10m market for oral analgesics, which Nicholas claim is currently growing at around 9 per cent. *Nicholas Laboratories. Tel: 0753 23971.*

Jordan take off on hols

Jordan are introducing a toothbrush travel pack promotion from the beginning of June. The smokey coloured, transparent travel cap clips onto the head of the Jordan adult V-tuft toothbrush, protecting the bristles from damage or dirt.

The travel cap is to be fitted on all coloured toothbrushes in the standard adult brush range. *Alberto Culver Co. Tel: 0256 57222.*

Oral B go on TV

Oral-B Laboratories are running a national television advertising campaign as part of the planned £1.5m brand support in 1988.

A mix of TV-am and regional support will be used with Southern and Granada TV "upweighted" in the first four weeks. *Oral B Laboratories Ltd. Tel: 01-965 9726.*

Lip balms, Pickles style

A lip balm is being introduced by J. Pickles & Sons. The new product contains jojoba oil, vitamin E and a sunscreen with an SPF of 12, and is flavoured with cherry. Packaging is burgundy and white.

The 10g jar is packed in an illustrated display outer of 24, retails at £0.99 and will be offered at a launch discount price. *J. Pickles & Sons. Tel: 0423 867314.*

MORE EFFECTIVE PAINKILLER

In the last eighteen years, ibuprofen has brought pain relief to millions. Originally, as a prescription-only painkiller. And in the last five years, over the counter through pharmacies as Nurofen.

Nurofen is now recommended by more pharmacists than any other analgesic brand.

It contains only ibuprofen. And clinical studies have proved it to be generally superior to both aspirin and paracetamol, in the treatment of mild to moderate pain.

Compared with aspirin, it is gentler on the stomach.

Unlike paracetamol, and codeine, it is effective in reducing inflammation.

Finally, Nurofen is the only OTC analgesic which carries The Queen's Award for Technological Achievement.

This was awarded to the Research Department of our parent company for the development of ibuprofen.

With such a distinguished commendation, Nurofen is one painkiller you can recommend with the utmost confidence.



Behind the best names



Sergeants on Patrol

Sergeants are backing their Rug Patrol with a £500,000 national television campaign. In addition, shelf edgers and wobblers will be available for display.

This year a composite counter display unit containing six Rug Patrol, three Pet Patrol and three of each collars, together with information leaflets, will highlight the range as the complete flea control programme for pet owners. *A.H. Robins Company Ltd.* Tel: 0293 560161.

Family matters for Kleenex

Kimberly-Clark are introducing a new addition to the Kleenex facial tissues range.

Kleenex Family tissues (£0.79 125 tissues) are bigger than Regular and smaller than Mansize. They are white, double-pleated and come in blue, peach or green packs which are higher and squarer than the regular and mansize containers, and have an oval opening in the top.

A national television and radio advertising campaign supports the launch this Summer as part of the



company's £2.5m spend for the facial brand this year. *Kimberly Clark Ltd.* Tel: 0622 77700.

DAP press on with Purpose

Prevent dual purpose insect repellent is now being distributed nationally by David Anthony Pharmaceuticals.

Containing pyrethrins 1 per cent and costing £2.95 (20g), the repellent now comes in new blister packed pocket sized

aerosols. It is claimed to be the only dual purpose insect repellent-insecticide.

The product is being backed by advertising in the women's Press until August, say *David Anthony Pharmaceuticals.* Tel: 051-486 7117.

Magic duo from Reckitt

Reckitt and Colman are adding two new variants to their Airwick Magic Mushroom air freshener range: april garden, packaged in green, and fresh bouquet, in shades of pink.

The products will be launched in "scratch and sniff" packs, and the range is currently being backed by a £3m national television campaign. *Reckitt Products Household Division.* Tel: 0482 223141.

Bayer send an SOS

Bayer are backing their SOS cleaners with a £2.5m television campaign.

Using two comical commercials, one set in an army barracks and the other in a prison, the campaign will start in London, Anglia, TVS and Ulster and will be rolled out to other regions over the next six weeks, say *Bayer UK Ltd.* Tel: 0635 39000.

AND YOU WON'T FIND



Konica news

Konica have added SR-V200 and SR-V400 colour negative films to their range and are launching two 35mm cameras.

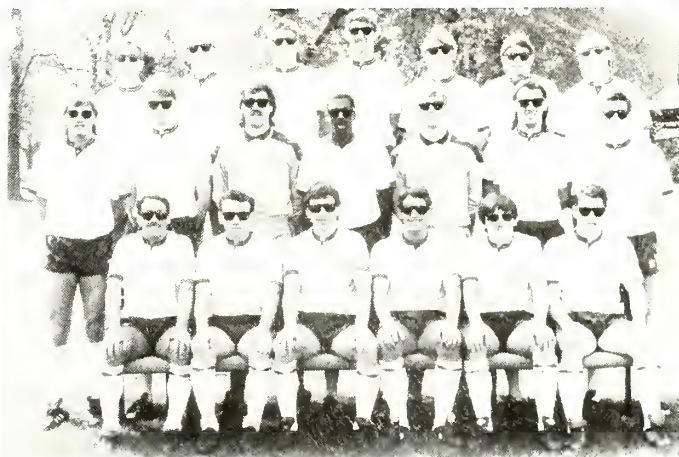
The SR-V200 film is to be available in 135, 110 and disc formats and the SR-V400 film in 135 format.

The first of the two cameras — the MR.640 — is a weatherproof, twin lens automatic expected to be available next month and sell for around £139.95. It features a motorised 40/60mm wide angle/telephoto lens, automatic film transport, auto-focussing, skylight filter and 3-second charging auto-flash.

The second camera is to be available later this year. The Z-up 80 (£199.95) has a motor driven 40/80mm zoom lens, with zoom flash, auto-focussing, auto date facilities, motorised film advance and rewind and exposure compensation.

This Summer also marks the start of Konica UK's largest ever advertising spend with television and Press advertising for film, and Press advertising for the new Konica Jump.

SR-V100 colour print film will be advertised on TSW, Central and TVS from mid-June until the end of August, while ad-



Polaroid join the team

From next month Polaroid sunglasses are sponsoring the England football team.

During the sponsorship the team will be available for promotional events, the first of which is a competition to be run by *The Sun* newspaper in which

vertisements for the SR-V range of colour film will appear throughout the coming months in *Amateur Photographer*, *Camera Weekly*, *Practical Photography*, *Photography*, *Which Camera* and *Master Photography*.

readers will be asked to identify players wearing Polaroid sunglasses.

The sponsorship is expected to last up to and including the World Cup competition in 1990, say distributors *Young Optical*. Tel: 01-205 6550.

The Jump advertisement will appear in *Company*, *Cosmopolitan*, *Elle*, *You and Visage* and a four page joint advertorial with *Almay* will appear in the June issue of *Company*. Konica (UK). Tel: 01-751 6121.

Flash holiday

Kodak are offering a Summer promotion for retailers and holiday makers.

The "Photographers holiday pack" is a blister of four Kodak Photolife AA batteries and a Kodacolor Gold 200 film. A coupon for 25p off Kodak batteries and hints on taking photographs will be included. *Kodak Ltd.* Tel: 0442 61122.

Seeing stars

Colorama dealers will be able to take part in a promotion with Fuji to encourage consumers to check what make of paper their photographs are printed on.

Stars are being randomly printed on Fujicolor photographic paper and any consumer finding ten or more on the back of their photos will be entitled to a free 10 x 7in enlargement, say Fuji.

The dealer registering the biggest increase in processing turnover during this month and next, compared with the same time last year, will win a week's holiday in Cyprus, say Fuji. Distributors *David Anthony Pharmaceuticals*. Tel: 051 486 7117.

ONE BACKED BY MORE EFFECTIVE ADVERTISING

For the last three years, Nurofen has been the most heavily supported analgesic.

And with a dramatic £4 million TV. campaign, this year will be no different. The campaign will tell people that they can't buy a more effective painkiller. It explains that Nurofen contains only ibuprofen, making it fast, effective and gentle.

For the last two years, Nurofen has been clear market leader through pharmacies.

Now, it's set to beat even its own outstanding performance. Be prepared for the demand.



Behind the best names

NOW AVAILABLE IN THE U.K.

THE BEST SOLUTION IN THE WORLD FOR SHOP SPACE PROBLEMS

SHOW MORE OUTSIDE - CHOOSE MORE EASILY INSIDE.
WITH

ROTARY · SPACE · CREATORS



Creates more
sales to
increase profits

Various UNITS from:

Counter, Wall to Floor, Ceiling to Floor or completely Mobile
Attachments include: Shelves, Polycarbonate front edging,
Dividers to create tumble bins, Pegboarding for hook items, Card
or Leaflet racks, motor attachments are interchangeable between
units.

**ALL FLOOR UNITS:
REVOLVE ON ROLLER BEARINGS
are of
STEEL AND ALUMINIUM CONSTRUCTION
are finished in
HARDENED "SUPERWHITE" EPOXY
are guaranteed
FOR UP TO 1 TON OF MERCHANDISE**

WELCOME MORE CUSTOMERS: ROTARY SPACE CREATORS
allow better organisation of shop throughput. Shops can display as
much product on 5½sqft as on 60ft of conventional shelving.
Customers see more, choose more easily and buy more.

ROTARY SPACE CREATORS are elegant, robust, simple and
practical to use, and can be assembled to suit any requirement or
product from security, to general goods, cards or blister pack
items, thus the price will vary from £200 to £1200 cash or the units
can be leased from 6 months to 5 years with option to purchase on
termination.

FOR FURTHER DETAILS CONTACT:

Rotary Space Creators (North) Ltd
Freepost
Whitestake
Preston
PR4 4BR

Tel (0772) 617744

COUNTERPOINTS

Shulton establish a new Rapport



Rapport is a new men's fragrance
pitched between the fine
fragrance and mass market and
aiming for a group of users Shulton
claim is growing more than any
other.

These "dual users" wear
both mass and fine fragrance but
limit the latter to special occasions
because of its cost. These men
choose their fragrances for
themselves and are keen to
experiment, say Shulton, and
Rapport with a mid-market price
point, is designed to get them
using slightly more expensive
products every day.

The name Rapport was
chosen to reflect the change in
male attitudes towards more
committed and lasting
relationships. The range
comprises after shave (50ml,
£7.95; 100ml, £12.50; 50ml
spray, £7.95; 30ml trial spray,
£4.50), after shave moisturiser
(50ml, £8.50), eau de toilette

spray (50ml, £8.95), deodorant
spray (150ml, £4.50),
moisturising shaving foam (150ml,
£4.50).

The £3 million support
package is claimed to be the
largest ever to launch a male
fragrance, and includes a £2m
million national television
campaign, starting in October, and
an Autumn Press campaign
emphasising the close partnership
between a man and a woman. The
Press campaign includes 4 million
fragrance samples. POS has been
designed to encourage self
selection and there is a trial size
merchandise.

The first impact of Rapport is
refreshing citrus with crisp and
aromatic odours of artemisia and
sage, followed by exotic woods,
Eastern spices, patchouli and
sandalwood. The ground note is a
blend of rich, warm spice and
musk. *Shulton (Great Britain)
Ltd. Tel: 0734 793000.*

ON TV NEXT WEEK

G TV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
Bt TV-am

STV Scotland
(central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Anadin:	All areas
Askit powders:	GTV,STV
Badedas:	TVS,TVam
Jaap's Health Salts:	STV,GTV
Natrel Plus:	All areas
Panadol:	GTV,STV,G,Y,A,HTV,TSW,TVS,TTV
Reach toothbrushes:	C,A,TVS,LWT,TVam
Seven Seas	All areas
Stickers false nails:	All areas
Tandem IQ:	TVam

Cream of the crop from Gillette



Gillette are relaunching their aerosol shaving creams range with a new pack design for regular, lemon and lime, Contour, moisturising formula and sensitive skin variants. The relaunch will be supported with an "added value" promotion, 50ml free on 200ml and 300ml cans.

And at the same time, consumers can get a free Contour razor worth £0.79, by sending in an on-pack leaflet from promotional cans of Gillette Gel with a receipt.

Further support will come from a regional television advertising campaign and a three million door-to-door coupon drop. *Gillette UK Ltd. Tel: 01-560 1234.*

Wilkinson move further into toiletries

Following the recent introduction of a new Shaving Gel, Wilkinson Sword have announced plans to expand further into the men's toiletries market with the launch of four additional products.

The new products are a shaving cream lather with a moisturiser in a pump pack dispenser (75ml), a shaving foam also containing moisturiser in a 200ml can, an aftershave lotion and an aftershave balm, both in 100ml bottles.

The shaving cream foam and gel all contain added moisturiser and the aftershave balm does not contain an alcohol base, making them suitable for those with sensitive skins.

The company is backing the launch with introductory price marked packs, special trial sizes, a programme of couponing activity and a consumer Press support campaign. *Wilkinson Sword Shaving Division. Tel: 0670 713421.*

Braun switch on

Braun are introducing new 3010 and 3510 shavers at about £34.95 and £49.95 respectively, which they say offer the three-position switch system at an affordable price.

The 3010 is a mains shaver with dual voltage (120/240 volts). The 3510 may be used from the

mains, a car or boat battery (automatic adjustment 12 volt DC/240 AC) or charged in an hour by an integral unit from the mains or battery.

Both models have the 1-2-3 system, microtexture foil and long hair trimmer. *Braun Electric (UK) Ltd. Tel: 093 27 85611.*

Summer specials

Roger and Gallet are running three promotions on their men's aftershave range L'Homme.

A special 30ml size aftershave and Eau de Toilette has been produced, retailing at £4.25 and £4.95, while with the business traveller in mind, Roger and Gallet have produced a coffret containing four products in the L'Homme range — shampoo, hair fixative,

bath and shower gel and aftershave balm all in 30ml sizes (£7.25).

Finally, again with the businessman in mind, there is a navy blue document case edged with red piping which is free with purchases of L'Homme over £18.25. This special offer will run until July. *Distributed by Bergal Ltd. Tel: 0923 35022.*



New look Tabac

The presentation of Tabac Original has been revamped but the fragrance and flask shape are both unchanged.

The flask is now whiter and the brown cap has a better surface. *Eylure say the outer packaging*

has also been improved.

Eylure are spending £250,000 on a Press and poster campaign to run in November and December to coincide with the pre-Christmas sales period. *Eylure Ltd. Tel: 06338 38611.*

Christy face the Press

Thomas Christy are running a national advertising campaign to support their face pack range.

With a spend of £250,000, Christy will feature the full page colour advertisement in major women's Press titles, from this

month through to August.

The creative features a mirror image of a glowing complexion, with the strapline, "Christy knows more about your face than the mirror". *Thomas Christy Ltd. Tel: 0252 29911.*





Light work

Beecham Bovril say they are supporting the new Lucozade Light variant with a £1m national television advertising campaign aimed predominantly at women.

The commercial is scheduled to run throughout June 1988.

Another television campaign promoting the Lucozade Barley variants exclusively and aimed at families, is scheduled to start in July this year. *Beecham Bovril Brands. Tel: 01-560 5151.*

More Mates

Mates Healthcare are launching a new addition to their condoms range this month. Mates Tough Stud 3's (£0.85 for three) come in an outer of 24. *Mates Healthcare Ltd. Tel: 0256 840011.*



Andrex — for real softies

Scott are to bring the Andrex brand name into the facial tissues market.

Andrex Family tissues (£0.85 125 tissues), are to be sold in a new "midi" size and are available in white and peach. The company says they are specially soft.

The launch will be supported by a £3m national television advertising campaign in the first six months, breaking in July with a

one-week teaser advertisement. This will be followed by two full-length commercials which the company says will reach 90 per cent of housewives.

Over 20 million 10p off coupons will be appearing in advertisements in the national dailies and women's Press from July. Further promotions are planned for later in the year. *Scott Ltd. Tel: 0342 27191.*

Easy wax from Strepmatic

New to the UK depilatory market is Strepmatic, said to be the only cold wax in a roll-on pack.

The product (£4.95) comes as a package, complete with specially coated paper strips which are reusable, and contains only pure bee's wax together with 1 per cent honey. It is water soluble and can be washed away after use.

The wax is applied directly to the skin at the area to be treated and the paper strip is placed over the waxed area. The paper strip is rubbed down firmly for 5-6 seconds. Then, using a continuous jerk, the paper is pulled from the area, against the hair growth. The effect should last up to six weeks, and the pack contains enough wax for four treatments. An after use conditioner is available (£2.99) plus a product for the face and bikini line (£2.40).

The range will be available through party plan and home demonstrators as well as selected chemists. *Distributed by Readyline Ltd. Tel: 04427 73789.*

Epilady goes on TV

Oris Beauty Products are backing Epilady with a £1m television advertising campaign.

The thirty second commercial begins transmission this Wednesday and adopts a futuristic theme to compliment the product. The campaign is scheduled to run until early July and will be seen throughout England and Southern Ireland. *Oris Beauty Products. Tel: 01-885 2999.*



Draws for all from Duracell

Duracell say they are to spend more than £3m to promote their batteries.

A network television campaign through July to August, will be coupled with a free draw detailed in the regional Press, from June to September.

The £100,000 "all summer long" campaign (entry form on special blister packs) gives every customer 100 opportunities to win £1,000 in an easy-to-enter draw. Every entry stays in until the draw closes, and there are "grand draws" in September and December. *Duracell (UK) Ltd. Tel: 0293 517527.*

On the line

BDC have new products in the 1988 edition of "Hotlines", their eight page, full colour guide to the best selling telephones and accessories in the UK.

It provides a quick reference guide to the features offered by each phone. *BDC. Tel: 01-881 2001.*

PreVent

INSECT REPELLENT

- ◆ The first natural dual action insect repellent/insecticide.
- ◆ Active ingredients – pyrethrum.
- ◆ 400 concentrated metered sprays, with unique locking device.
- ◆ Supported by a heavyweight national press advertising campaign.
- ◆ Competitively priced at £2.95 R.S.P.
- ◆ Destined to be a natural winner.



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Prevent is an approved product under the food and environmental protection act 1985.

PreVent FLYCATCHER

BRAND NEW PACKAGING, BRAND NEW DISPLAY AND A BRAND NEW OPPORTUNITY TO INCREASE PROFITS.



Eylure are the brand leaders* in nail care accessories, and to give you a helping hand to higher profits we're relaunching our entire range in exciting new packaging.

We've also developed a new merchandising system which allows you to display Eylure products to their best advantage.

Our stick-on nails and lashes, plus adhesives and nail care products are already well established as high quality, value for money products.

And you can make even higher profits with our generous sell-in deal.

We'll give you lots of point-of-sale and advertising support, so if you're only scratching the surface of this

profitable market it's time to take stock, with EYLURE!

Take a lead today and contact Gail Clark at Eylure Ltd., Cwmbran, Gwent. Tel:

(0633) 838611.

Telex 498424

and Fax (0633)

838925.

THE NAILCARE SPECIALISTS

No boom for beauty market

Despite the "mini-boom" being enjoyed by the rest of the country, the year to September 1987 was not a good one for the UK cosmetics and toiletries industry, says the latest Silver Book report.

Sales at current prices into the trade were 6 per cent up on the previous corresponding period, but taking price rises into account, this growth was only 1 per cent, at a time when retail sales in general were 6.5 per cent up in real terms. The report explains that while there need not necessarily be a close correlation between these two figures in the short term, in the long term there must be an affinity, and in this case, the discrepancy is too large to be ignored.

Once again the report says that the toiletries section of the market is by far the most healthy, showing growth at constant prices of 3.9 per cent, while on the same terms the cosmetic sector is showing a loss of 3.1 per cent.

The situation has not been helped, says the report, by a drop in advertising expenditure of 3.5 per cent on the previous corresponding period, even without taking rate increases into account.

Fragrances are one of the sectors the report blames for the depression, with sales virtually static, as, says the report, they are in the US. UK trade demand at £156m (msp) was up only 2.5 per cent, "and as prices continued to increase with gay abandon and exceed such modest growth in sales, demand slumped heavily for the second year in succession." The report suggests that as "practically all women, especially in the younger age groups, use fragrance with some frequency", it becomes difficult for the industry to secure increases except by price rises. In addition, it says, the constant launching of new fragrances which can only establish themselves by eroding

the sales of existing brands makes the situation a competitive one.

By contrast sales of colour cosmetics are buoyant, says the report, which predicts that total sales for 1987 will be 14 per cent up on 1986. Over the period to September 1987, demand in real terms was up 10.5 per cent, amounting to sales into the trade of £109m (msp). This is despite a fall in advertising expenditure of 1.1 per cent. Within the overall category though, two sectors are in difficulty. Blushers and highlighters are undergoing a temporary depression, says the report, but the nail preparations sector has more serious problems and is showing static if not recessionary trends.

For skin care products, including sunpreps, it is suggested that while there are signs of recovery, this sector still lacks the

vitality it was showing a few years ago. While sales were up 4.5 per cent to £157.5m (msp), price rises were fairly substantial, and in real terms the sector showed a loss of 0.8 per cent.

Sales trends again varied among the categories within this sector, with sun preps and multi-purpose products enjoying lively sales, and the real sluggishness lying in the area of "other facial preparations", which the report defines as products for the face which are not included in the categories of cleansers, skin foods or tonics, astringents and fresheners. Advertising spends were 1.4 per cent down.

For men's products the period reviewed was a better one than for the last two years, with growth in real terms of over 4 per cent. In line with the general market trend however, most of this came from

the toiletry end of the sector, with sales of aftershaves and colognes recording a decrease in real terms of almost 10.5 per cent.

The usually buoyant haircare market was fairly slack during the period of the report, with real growth in demand a "marginal" 0.5 per cent, the first time such a low figure has been recorded since 1982. Advertising expenditure too was down 2 per cent to £44.1m. However the report concludes that the depression is merely "a temporary and natural reaction" to the very lively market of the previous four years.

Dental care product prices unusually rose faster than average during the period surveyed, so that the increase in sales of 5.3 per cent to just over £100m (msp) is in real terms a decline in demand of 1 per cent. For toothpastes, powders and gels the situation was not too problematic, with growth of 0.5 per cent for this sector, but denture cleansers and fixatives showed serious decline of 35.7 per cent in real terms. Advertising expenditure also saw a fall back of 37 per cent.

One of the more buoyant sectors, for the last ten years as well as for the period surveyed, was deodorants and antiperspirants, which showed real growth of 21.4 per cent, despite a fall of 5 per cent in advertising expenditure. This sector now accounts for 7.2 per cent of the cosmetics and toiletries market.

The smallest section of the market, depilatories, turned in a disappointing performance. Sales in real terms fell 17.7 per cent, despite this being the only sector to have received increased advertising support, which went up a substantial 34 per cent. Demand in real terms is now running at 10 per cent below its 1983 level. *The Silver Book September 1987. John Hogston Associates Ltd. Tel: 01 390 2826.*



Smiles all round as staff from the three Milupa Gold Account Chemists of the Year set off from Heathrow for their mini holiday in Friedrichsdorf, West Germany. The lucky staff from the winning chemists, C.N. Pharmacy, Coventry, A.G. Bannerman, Glasgow, and D.R. Jones, West Glamorgan, together with their Milupa area representatives and partners met for an informal reception at the Sheraton Hotel, Heathrow where Milupa's managing director, Trevor Bell, presented them with their air ticket. "It is a great pleasure to reward our most successful Gold Account Chemists for all their efforts on Milupa's behalf throughout the year," said Mr Bell

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If you would like further information about the Farley's OsterMilk range please write to the above address.

INNERS

Faster aid from Robinsons

From July 1988 Robinson will be promoting their Fast Aid range of plasters with extra value packs.

Washproof, fabric and clear packs of 24 assorted plasters will include an extra 15 per cent and the washproof and fabric dressing strips will have an extra 15cm. *Robinsons of Chesterfield. Tel: 0246 31101.*

Smile!

National Smile Week begins on May 15, organised by the British Dental Health Foundation. Dental practices will be open to the public to give information about dental care in an informal atmosphere.

Finnsugar Xyrofin are providing dentists with information packs on xylitol, together with assorted samples of xylitol confectionary. *Finnsugar Xyrofin (UK) Ltd. Tel: 0737 773732.*

Dimotane Plus LA

A.H. Robins are introducing a long acting tablet formulation of Dimotane Plus on May 23. Unlike the other Dimotane preparations, Dimotane Plus LA is a Prescription Only.

Manufacturer A.H. Robins Co Ltd, Sussex Manor Business Park, Gatwick Road, Crawley, West Sussex RH10 2NH

Description White, film coated tablets embossed AHR. Each tablet contains brompheniramine maleate USP, 12mg and pseudo ephedrine hydrochloride BP, 120mg in a controlled release formulation

Uses Relief of allergic rhinitis

Dosage Adults and children over 12 years one tablet morning and night. Children under 12 years not recommended

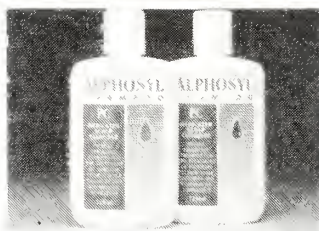
Contraindications, warnings, etc As for other Dimotane Plus preparations, see Data Sheet

Supply restrictions Prescription only

Packs Calendar packs, 14s and 56s (£0.91, £3.64 all prices trade)

Product Licence 0100/0097

Issued February 1988



Shampoo joins Alphosyl range

Stafford-Miller are introducing a coal tar based shampoo for scalp disorders which, they say, does not stain the bath, skin or clothes, or have an unpleasant smell.

Alphosyl shampoo contains alcoholic coal tar extract 5 per cent and allantoin 0.2 per cent, and is pale green with a herbal scent.

It comes as a 125ml pack with a dispensing regulator (£1.30 trade).

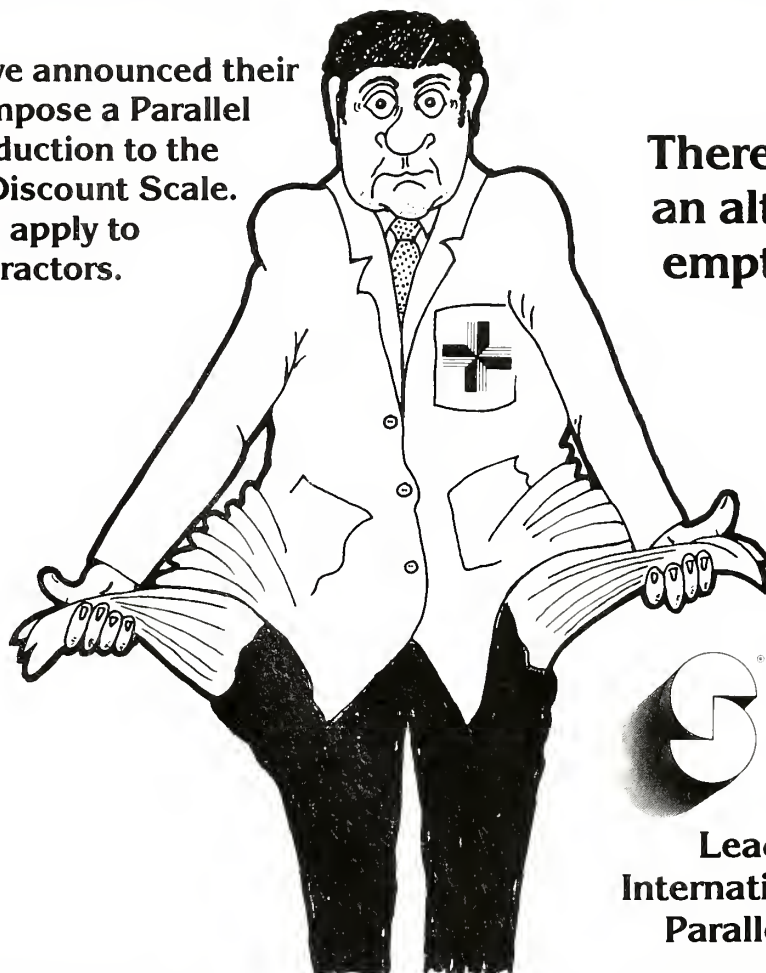
The company says it has approval from the Advisory Committee on Borderline Substances for FP10 prescribing. Product Licence 0036/0019. *GSL. Stafford-Miller Ltd. Tel: 07072 61151.*

Schering Health Care are phasing out Gondacon (glymidine) tablets and expect to be out of stock next month. The company says its advance notification is to give doctors time to transfer patients to alternative medication. *Schering Health Care Ltd. Tel: 04446 6011.*

May & Baker wish to draw pharmacists' attention to a typographical error in the children's dosage section of the Stemetil Data Sheet appearing in the 1988/89 ABPI Data Sheet Compendium. The dosage is shown as 25 micrograms/kg bodyweight — this should read 250 micrograms/kg bodyweight. *May & Baker Pharmaceuticals. Tel: 01-592 3060.*

Optimine (azatadine maleate) is now available in original packs of 56 tablets containing four 14-tablet blister strips and providing a month's treatment. Previous tablet presentations have been discontinued, and Optimine syrup continues to be available in 120ml bottles. *Kirby-Warrick Pharmaceuticals Ltd. Tel: 0638 716321.*

The D.H.S.S. have announced their intention to impose a Parallel Import Deduction to the Drug Tariff Discount Scale. This will apply to all contractors.



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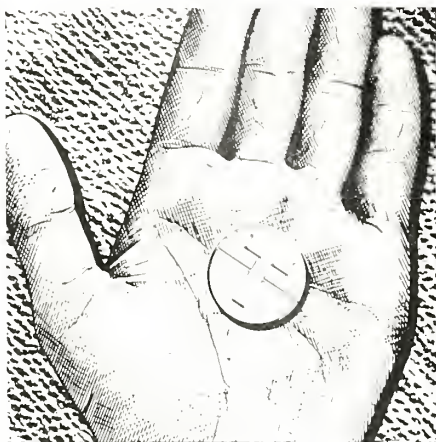
TOPICS IN TREATMENT

Withdrawal of anticonvulsants

If a patient with epilepsy remains free of seizures, the question arises of whether treatment with anticonvulsants is preventing seizures or whether the disease has remitted. The importance of this question lies in the balance between the long term toxicity of anticonvulsants and the risk to the patient — for example, loss of livelihood or a driving licence — if a relapse occurs. The latest of many studies to evaluate the withdrawal of anticonvulsants has concluded that patients who are seizure free for two years should be considered for drug withdrawal.

Half of a group of 181 patients attending an Irish neurological clinic had remained free of seizures for two years. In each, the symptoms had been controlled with one drug — phenytoin, carbamazepine or sodium valproate. The dose of anticonvulsant was reduced in increments of 200mg of carbamazepine or valproate and 100mg of phenytoin at intervals of two weeks. Only one third of the patients relapsed within an average eight months (range one month to three years) of stopping treatment.

The probability of relapse did not depend on age at onset of epilepsy but was influenced by the severity and type of epilepsy, the number of drugs tried before control was achieved, and the type of drug withdrawn. Simple partial seizures carried the best prognosis, with only 16 per cent relapsing compared with 54 per cent of patients with complex partial and generalised seizures. If the symptoms had been controlled only at the third attempt, the risk of relapse was 80 per cent whereas only 29 per cent of those who had responded to the first drug relapsed — irrespective of which drug. Finally, more patients relapsed after withdrawal from valproate compared with those given



carbamazepine or phenytoin; the reasons for this are unclear.

Two-thirds of this large group of patients remained free of seizures for the duration of follow-up — an average of three years — after withdrawal of the drug. The results of the study define some groups of patients who have a good prognosis of remaining symptom free and who can safely discontinue their treatment.

White coat hypertension

Pharmacists who are keen to provide blood pressure monitoring services should pay heed to the results of an American study which identified a group of people with "white coat hypertension". These were patients whose diastolic blood pressure, when measured by a doctor, was consistently within the lower limits of hypertension (90-104mm Hg diastolic) and who were therefore being considered for treatment with

antihypertensive drugs. However, when their blood pressure was recorded during the day by an automatic device, or manually by a technician, the measurements were repeatedly normal. Affected people tended to be young women and comprised about 20 per cent of a larger population of subjects with apparent borderline hypertension.

It is widely accepted that a visit to the doctor can increase blood pressure, probably through a combination of anxiety and stress. This is one reason why a diagnosis of hypertension must depend on several readings of blood pressure. In this study, the effects appeared to be doctor-specific since the measurements by technicians agreed with the automatic recordings. The basis for this may lie in the status conferred on a doctor by some patients. But, whatever the explanation, it is clear that there is more to taking and interpreting blood pressure than making a single measurement.

Simvastatin

A new generation of lipid lowering agents will become available in the near future. These drugs act by inhibiting HMGCoA reductase, the rate limiting enzyme in cholesterol synthesis. Clinical trials in the USA have shown that the efficacy and safety of the first of this class, lovastatin, compares favourably with alternative drugs, bearing in mind the relatively limited experience of its use. Lovastatin was launched in the USA last year but, because of a dispute over patents, it is unlikely to be marketed in the UK. Instead, we are likely to see a number of analogues and new evidence has shown that one of these, simvastatin, has some advantages over the established hypolipidaemic agent, bezafibrate.

The hyperlipidaemias are a complex group of disorders characterised by increases in blood levels of various types of cholesterol, lipoproteins and triglycerides. In this four-month trial, 16 patients with hypercholesterolaemia were treated with each of the drugs in turn in combination with a low fat diet. Simvastatin achieved a significantly greater reduction in levels of harmful LDL-cholesterol and apolipoprotein B — by almost twice as much as bezafibrate — but was less effective in reducing triglycerides and in increasing the beneficial HDL-cholesterol. No important adverse effects were noted with either drug.

These data suggest that simvastatin may be more effective in patients with severe hypercholesterolaemia but offers little advantage over bezafibrate in milder cases. Longer term studies may, however, reveal more substantial differences. With increasing awareness of the risks of a fatty diet and the contributory role of hypercholesterolaemia in heart disease, lipid-lowering agents will soon be more widely prescribed. When 60 per cent of British men have hypercholesterolaemia, the importance of new agents such as the HMGCoA inhibitors could be considerable.

Long term acyclovir

Continuous treatment with acyclovir successfully suppresses attacks of genital herpes. This was one of the findings of a London study designed to determine the optimum dose and safety of such sustained treatment. Eight different dose regimes were tested over 12 months in 131 patients who experience an average of one attack of herpes every month. Treatment started at 200mg four times daily or 400mg twice daily, and reduced to 200mg daily over several months if the subject remained symptom-free.

Assessment of the efficacy of each regime showed that the duration of the suppression of symptoms depended both on the size of the dose and the dose interval. Over three months, only 6 per cent relapsed while taking 200mg four times daily compared with 13 per cent taking 400mg twice daily. By contrast, 31

per cent relapsed on 800mg once daily and 51 per cent on 200mg once daily. Overall, acyclovir reduced the frequency of attacks to one tenth of their level before treatment as well as reducing their duration. The incidence of adverse effects is difficult to determine in the absence of a control group but no major symptoms were attributed to the drug.

This study shows clearly that the highest dose of acyclovir was the most effective in suppressing symptoms and that significant toxicity was not apparent. The authors concluded that there was no acceptable alternative to continuous suppressive treatment but, even though the six-hourly dose used here is lower than the five times a day that the Data Sheet recommends, the cost of this is substantial — £120 for one month's treatment at current prices.

Pyridoxine and PMS

Pyridoxine (vitamin B₆) has long been recommended for the symptomatic treatment of premenstrual syndrome. Attempts to evaluate its beneficial effects have produced conflicting results but — largely on the assumption that pyridoxine is safe in low doses — it continues to be a popular OTC drug. Recent evidence has shown that neuropathy, an adverse effect that is most commonly associated with pyridoxine in doses as high as several grams daily, can also occur at doses as low as 200-500mg daily. This has prompted a re-evaluation of its use in premenstrual tension, with mixed results.

Fifty five women with a history of moderate or severe premenstrual symptoms took part in a double-blind trial designed to measure the benefits of pyridoxine. Each subject kept a personal record of symptoms such as fatigue, breast tenderness, mood changes and nausea for one month without treatment and for two months while taking placebo or 150mg of pyridoxine daily. The active treatment was found to improve some premenstrual symptoms. Autonomic effects, including nausea, dizziness and sweating, and behaviour changes were less severe. But despite this, women in both groups still reported a high incidence of symptoms — most notably, depression and anxiety — and postmenstrual symptoms had changed little.

The benefits of pyridoxine are therefore marginal. In view of the potential for adverse effects, it should be recommended only after careful counselling.

Mortality and antihypertensives

Compliance with antihypertensive therapy is notoriously poor — in part, perhaps, because patients perceive little benefit in treating a symptomless disease and are reluctant to tolerate the adverse effects of their drugs. But the importance of effective control of blood pressure has been emphasised by a recent report from an American study conducted in over 10,000 patients in the community.

This trial compared the effects on mortality of achieving strict control blood pressure through the systematic management provided by a specialist clinic — starting with a diuretic and adding other agents in a predefined order — with the less rigid treatment offered by community based physicians. After seven years of treatment, the mortality rate in the intensively managed group was 95 per thousand, 18 per cent lower than in the community-treated group. Stroke and ischaemic heart disease — especially myocardial infarction — were all less common in the intensively treated group.

Interestingly, a two year follow-up showed that, although the use of antihypertensive drugs declined in the intensively managed group, blood pressure was still better controlled and improvements in mortality continued to accrue. The authors postulated that effective control of blood pressure during the early stages of the trial had protected some organs from damage caused by high blood pressure. The consequences of this

were not immediately apparent but over time a substantial benefit emerged.

This trial showed that the strict control of blood pressure has a significant impact on the death rate from the complications such as ventricular hypertrophy or non-fatal stroke are likely to be substantial. Pharmacists can do much to improve compliance by making patients aware of the gains that can be achieved with their treatment.

Small bowel transit times

Sustained-release formulations are often designed to release their contents within the small intestine. The transit time of the small bowel is usually believed to be constant, in marked contrast to the wide variability observed in gastric emptying times. But research by doctors in Wales has shown that significant differences exist between elderly and young subjects and that Parkinson's disease also influences transit times.

Using measurements of hydrogen in expired air to time the passage of a dose of 10g lactulose, the mean transit time of subjects aged 20-52 was about 100 minutes. By comparison, this figure was 150 minutes in subjects with an average age of 81 and nearly 200 minutes in elderly patients with Parkinson's disease. Patients with bradykinesia were the worst affected. No subject suffered from constipation — although bowel motions were more frequent in the younger group — and no-one was taking drugs known to affect gut motility. Analysis of the data showed that the transit time increased with age, independently of other factors.

Now that sustained-release formulations are increasingly popular, the significance of these data requires investigation. The elderly may be at greater risk if prolonged transit time leads to greater bioavailability.

Reversing osteoporosis

Hormone replacement therapy (HRT) has long been known to improve the subjective symptoms of the menopause and to prevent the development of osteoporosis, a major contributory factor of hip fracture in elderly women. Until recently, however, it has been unclear whether osteoporosis could be reversed. Now, the use of dual photon absorptiometry to measure bone density has shown that significant increases are achieved by hormone supplements.

Three groups of women with average duration of menopausal symptoms of just over a year, received either continuous treatment with oestradiol plus norethisterone, sequential oestrogen-progestogen treatment, or placebo, for 12 cycles. The average gain in forearm and vertebral bone density was 3.6 per cent in the supplemented groups compared with a fall of 2.6 per cent in the placebo group.

Encouraging as these data are, further work is required to define the longer term adverse effects and optimum doses of hormones. The benefits of combined HRT are accepted but the balance between the two hormones must now be decided.



Topics in treatment is a regular series written by Stephen Chaplin, MPS, staff pharmacist, Regional Drug Information Unit, Wolfson Unit of Clinical Pharmacology, Newcastle-upon-Tyne, looking at current developments in medicine.

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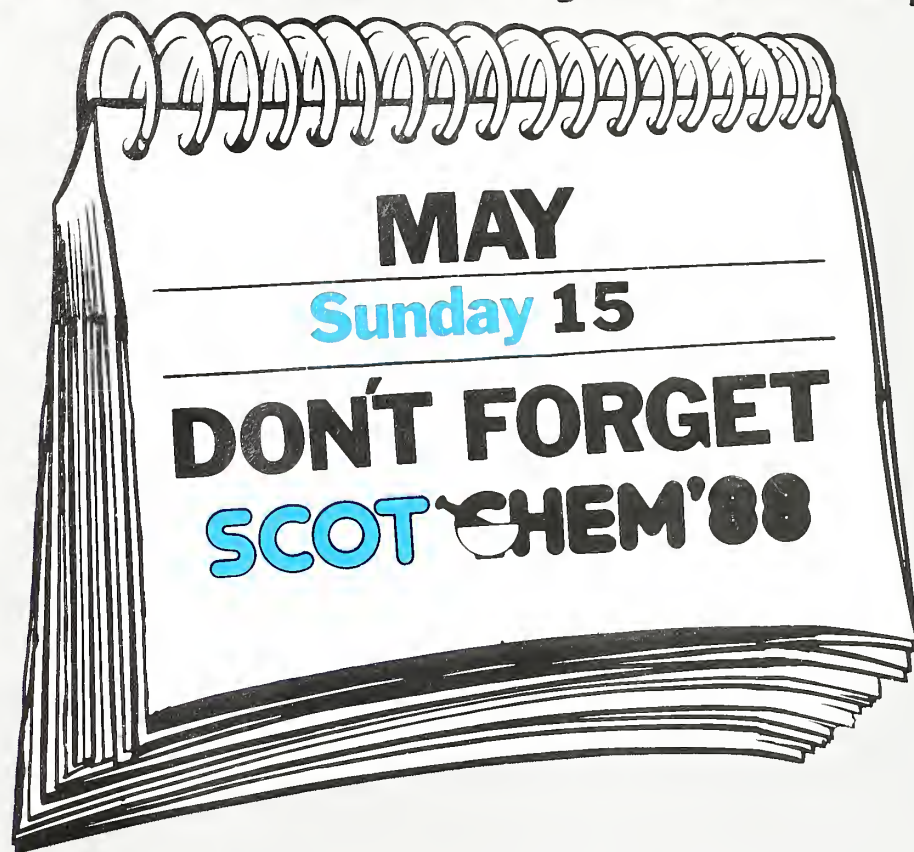
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Times of opening: Sunday May 14 — 10am to 7pm.

Admission: Free — Trade only.

Catering: Bar and restaurant facilities available during the show.

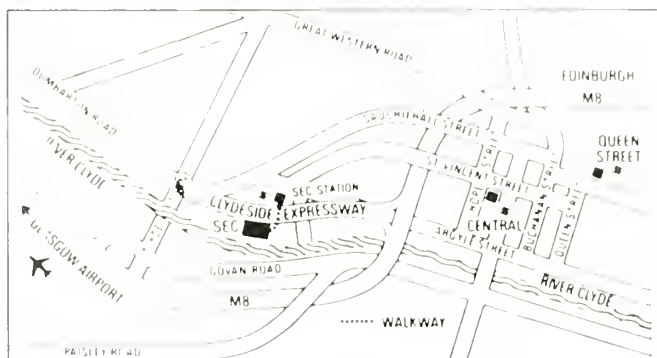
How to get there: **By Road:** Motorways from the South and Edinburgh run close by and link up with the Clydeside Expressway — giving quick and easy access to the SEC.

By rail: The City's two mainline stations are only ten minutes away

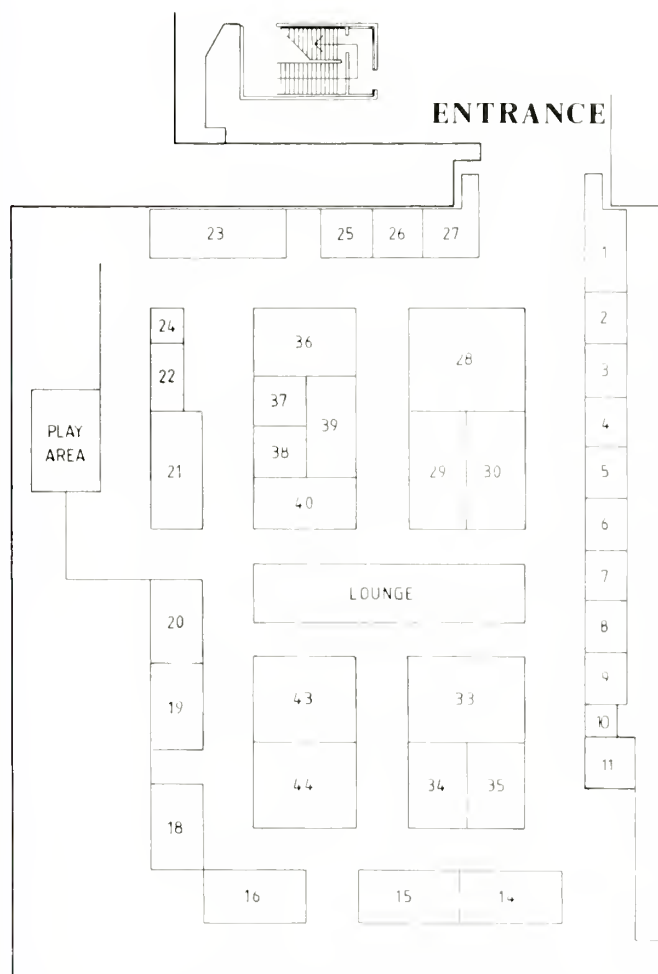
and connected to the SEC by Transcluse Passengers System via the Scottish Exhibition Centre station (formerly Finnieston) from which a covered pedestrian way leads directly into the exhibition halls.

By air: Glasgow Airport is located 12 minutes from the SEC.

For further details please contact the organisers: MGB Exhibitions, 30 Calderwood Street, London SE18 6QN. Tel: 01-855 7777. Telex: 896238. Fax: 01-854 7426.



ENTRANCE



The exhibitors — who's where

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A

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STAND NO. 34

C&D, the official Show sponsor, has been providing information to community pharmacists for 129 years, but its authority comes from always being right up to date in meeting the profession's requirements.

Recently added to the weekly news and features magazine, Price Service and annual Directory, are training seminars for pharmacists and staff. And coming soon is the *C&D* Reference Book, published in conjunction with the NPA. Find out more over a complimentary cup of coffee.

COSMETICS & TOILETRIES LTD

Fergabrook House

Hook Rise South

Surbiton

Surrey KT6 7NH

Tel: 01-391 5424

Telex: 261694

Fax No: 01-947 3152

STAND NO. 23

On display at Scotchem will be: Malibu sun preparations — new pack design, and introducing Long Bronze by Malibu; Playboy men's toiletries — exotic fragrance, aspirational and fun; Montagne Jeunesse natural skin care — pure beauty, not tested on animals; children's character toiletries — bath time fun with favourite characters, and English Heritage and English Fair Ladies gift toiletries — sophisticated and modern.

CROOKES HEALTHCARE

PO Box 94

1 Thane Road West

Nottingham NG2 3AA

Tel: 0602 221621

Telex: 378431

Fax: 0602 592727

STAND NO. 28

Kevin Wilson, head of sales and marketing for Crookes

Healthcare says: "We have achieved 500 per cent growth in turnover in just five years. We have always supported our brands with superb advertising and promotional activity, backed up by the top sales force in the healthcare industry which calls on 9,000 pharmacists every eight weeks.

"We have recently invested in a first class distribution fleet to provide new levels of support and service."

D

DONCASTER PHARMACEUTICALS LTD

6 Kirk Sandall Industrial Estate

Doncaster DN3 1QR

Tel: 0302 886031

Fax: 890013

STAND NO. 36

For eleven years Doncaster Pharmaceuticals has been selling generics to the retail pharmacist. Still totally privately owned, Doncaster supplies 3,000 chemists all over Great Britain with generics, galenicals and dressings from the country's leading manufacturers.

Doncaster's sister company, Whitworth Pharmaceuticals is one of the largest parallel importers in the country, supplying licensed and labelled stock from their labelling and shrink-wrapping plant on overnight delivery service. Come and meet the sales team on Stand 36 and see the comprehensive range.

H

HEALTHY BODYCARE

Seymour House

Reddish Road

Reddish

Stockport

Cheshire SK5 7DA

Tel: 061 443 1006

STAND NO. 10

Healthy Bodycare is part of Dreiturm (UK) Ltd, a company whose roots go back to 1825 when the ancestors of the owners founded the company in Germany to manufacture soaps and cosmetics.

Our new product line is a full range of bath oils with distinctive properties. The current product range, as well

as covering general toiletry and cosmetics goods, deals with the widespread need for products to have multi-functional purposes.

J

J & C SURGICAL WHOLESAL LTD

11-19 Buchanan Street

Dundee DD4 6SB

Tel: 0382 28411/2/3

Telex: 76423

STAND NO. 39

We are one of the largest medical/surgical wholesalers supplying to the pharmacy trade in your area, specialising in ostomy and urology products, diabetic sundries, oxygen therapy equipment, etc.

We offer a 24-hour Gold Line delivery service which is of great advantage to both you and your customers. And our customer service department will help you with any queries or information regarding all our products and services available.

JANSSEN PHARMACEUTICALS LTD

Grove

Wantage

Oxon OX12 0DQ

Tel: 02357 2966

Telex: 837301 JAN UK G

Fax: 0235 772901

STAND NO. 18

The Pharmacy Division of Janssen Pharmaceutical Ltd are delighted to be at Scotchem '88. Since our formation in September 1984 we have established an excellent reputation with our quality products and our total commitment to pharmacy.

We look forward to welcoming friends old and new to our stand where we shall have exhibition offers on all our products. In addition product display and merchandising materials, together with technical information and staff training brochures, will be available.

JOHN McROBERTS

64 Queen Street

Glasgow G1 3DS

Scotland

Tel: 041 221 5305/6

Fax: 041 226 5198

STAND NO. 22

Importer/wholesaler of all

fashion jewellery and accessories including: earrings, necklaces, brooches, hair ornaments, belts, etc. A vast range of products can be seen at our extensive showroom in Queen Street, Glasgow.

We also stock a range of display stands to fit most requirements. Our sales representatives cover all Scotland. We also have a very efficient tele sales department with all deliveries by GPO Trackback Service.

JOHN RICHARDSON COMPUTERS LTD

St Benedict's House

Brown Lane

Bamber Bridge

Preston

Lancs PR5 6ZB

Tel: 0772 323763

STAND NO. 44

John Richardson Computers will once again be demonstrating their unique knowledge of pharmacy labelling when they exhibit the new Richardson Sanyo labelling system, which has a myriad of new features including: a complete drug file, infinite dosages; automatic cautions; exclusive drug interaction alert; full patient records; repeat prescriptions; automatic owings; prescription pricing; automatic ordering; stock control, and PC compatibility. Truly a system developed to satisfy today's needs, with tomorrow's requirements in mind.

K

K/L PHARMACEUTICAL LTD

25 MacAdam Place

South Newmoor Industrial Estate

Irvine

Tel: 0294 215951

STAND NO. 7

K/L Pharmaceutical Ltd now manufacture kaolin poultice BP, by a new, approved method which produces a softer and easier to handle product. It can be purchased in the "boil in the bag", in a foil-backed pouch, 100g, which can be heated and applied in one minute.

It is used in the majority of teaching hospitals in the UK. K/L also offer kaolin poultice in approved, leak-proof, polypropylene jars with screw top lids in 200g and 500g sizes.

L

LEDERLE PHARMACY DIVISION

Cynamid of Great Britain Ltd

Fareham Road

Gosport

Hants PO12 0AS

Tel: 0329 224000

Telex: 86...3

Fax: 0329 220213

STAND NO. 37

The Lederle Pharmacy Division is committed to supplying the increasingly comprehensive needs of pharmacists for professional standards of quality, service and flexibility by offering a comprehensive range of high quality generic products that are consistent in colour, size, shape and strength.

In terms of service we believe ours is the best with nationwide, 24-hour delivery, telephone sales back up, a direct order line, personal service and support from your Lederle representative.

LEO LABORATORIES LTD

Longwick Road

Princes Risborough

Aylesbury

Bucks HP17 9RR

Tel: 084 44 7333

Telex: 837017

Fax: 084 444 2278

STAND NO. 2

Stoppers anti-smoking lozenge is the latest in a growing range of products. Stoppers is the only anti-smoking aid available OTC, containing purified tobacco extract free from harmful tars and resins, being nationally advertised. It is being supported for the first time by a powerful £300,000 advertising campaign.

Opazimes for holiday stomach and Junior Panaleve, children's sugar-free, tartrazine-free paracetamol are part of our Quality Care philosophy of encouraging pharmacy-only purchase.

M

M.A. STEINHARD LTD

32 Minerva Road

London NW10 6HJ

Tel: 01-965 0194

Telex: 8952939

STAND NO. 4

Steinhard are primary

manufacturers of a very wide range of generic tablets in capsules, all produced in our new DHSS-approved, factory in Park Royal. All products are of our own manufacture — "What we sell we make" is our company policy.

We also make attractively blister-packed aspirin and paracetamol for OTC, as well as branded blister-packed co-proxamol, bisacodyl, co-codamol and ibuprofen for counter-prescribing.

We undertake the contract manufacture of customers' own formulation tablets and capsules for both home and export.

MACARTHY MEDICAL

Chesham House

Chesham Close

Romford

Essex RM1 4JX

Tel: Romford 46033

STAND NO. 30

Autoscrip by Macarthy — Macarthy Medical's latest development in customer technology is a technically superior labelling system which incorporates the following features: Fast and logical label production; automatic order generation; unique ability to transmit orders without interrupting label production; a complete 18,000 product file which allows ordering by product description or PIP code.

Macarthy Pharmacy loan scheme — a representative from Clydesdale Bank plc will be available to discuss details with interested pharmacists.

MERRELL DOW

PHARMACEUTICALS LTD

Stana Place

Fairfield Avenue

Staines

Middlesex TW18 4SX

Tel: 0784 61600

Telex: 934626

Fax: 0784 65942

STAND NO. 20

Merrell Dow are exhibiting their range of chemist-only distribution medicines, including Triludan, Syndol, Merocets, Merocaine and Merothol.

Exhibition bonuses will, of course, be available on all of the above-mentioned products.

New developments for Triludan this season include a new dosage recommendation and new point of sale materials

with a range of patient advice leaflets for allergy sufferers.

See us on Stand 20.

N

A. NELSON & CO LTD

5 Endeavour Way

Wimbledon

London SW19 9UH

Tel: 01-946 8527

Telex: 25774

Fax: 01-946 6202

STAND NO. 19

New hay fever tablets and new teething granules will be a feature of the Nelson stand. Also on show will be the eye catching homoeopathic cream range, which is now the fastest selling product range on the Nelson list.

Nelson Homoeopathic preparations are used extensively by the very successful football league cup finalists — Wimbledon.

A 10 per cent discount on all products is available at the show which will give buyers over 45 per cent on return.

NORGINE LTD

116 London Road

Headington

Oxford

Tel: 0865 750717

Telex: 837547

Fax: 0865 68826

STAND NO. 8

Norgine's new Retail Division will be offering attractive bonuses on three of their products. Kamillosan, a chamomile ointment to treat sore nipples of breast feeding mothers, and also nappy rash; Waxedol, a quick acting ear wax solvent and Pypalvex, a newly promoted triple-action solution for sore gums and mouth ulcers.

All orders taken at the exhibition will be entered into our free raffle.

O

ORIS BEAUTY PRODUCTS LTD

Osem House

102 Brantwood Road

London N17 0DX

Tel: 01-885 2999

Telex: 299334

Fax: 01-885 2959

STAND NO. 3

Oris Beauty Products is

heading its stand at Scotchem '88 with two exciting products.

Epilady is a unique new method of removing unwanted hair which is easy to use and effective. It removes the hair at the root and each application lasts for up to five weeks.

Mirror Lady is a three dimensional/three function mirror enabling you to view your eyes from every possible angle. Especially useful for spectacle and contact lens wearers.

P

PANPHARMA

Hayes Gate House

27 Uxbridge Road

Hayes

Middlesex UB4 0JN

Tel: 01-561 8774

Telex: 01-895 4029

Fax: 01-848 0738

STAND NO. 29

Panpharma is a company new to Scotland, that has an exciting range of OTC and ethical products. Our OTC range includes Dermacort hydrocortisone cream. A medised suspension and Propain tablets.

Special Scotchem offers include eight free packs for each dozen of Dermacort, Medised and Propain ordered, plus a free bottle of champagne for the first 12 orders taken. Please come and meet us at Stand 29.

PAVA LTD

Victoria Avenue

Swanage

Dorset BH19 1AV

Tel: 0929 425266

Telex: 41171

Fax: 0929 427165

STAND NO. 11

Pava Ltd are exhibiting a new range of Naturelle hair care products which have distinctive packaging and contain no added colour or fragrance.

Ozone-friendly, non-aerosol styling sprays come in firm, extra and mega hold, and there are four styling gels with new, improved formulas.

Also on display will be Terra Africa, Terra Magica and professional mascaras from Manhattan; Lotil cream; Frador; Sheen; Neslemur Lite and styling gel; Streaks 'n' Tips; and Theta nail care.

PRECISA BALANCES LTD
Radlett House
West Hill
Aspley Guise
Bucks MK17 8DT
Tel: 0908 582262
Fax: 0908 585204
STAND NO. 6

The Precisa Viscount has now become the most popular tablet counter in the British pharmacy. Precisa will be showing their latest Slimline version of the very successful Viscount tablet counter at Scotchem.

It is fast, accurate, robust and easy to operate. No cleaning or dismantling necessary — ideal for the busy pharmacist.

As an added incentive, Precisa will be offering a free set of digital kitchen scales (list price £40) to all those placing an order at the show.

R

RAMER MARKETING LTD
Bridge Road
Camberley
Surrey
Tel: 0276 26482/3
Telex: 94013348
Fax: 0276 62902
STAND NO. 1

We will be exhibiting the full range of Ramer Sponges — the unique sponge! The new Walt Disney range of character sponges will also be at Scotchem. Mickey Mouse, Donald Duck and Goofy, each in four lovely colours, on a counter stand. From Paul Hartmann Ltd will be their pure range of cotton wool. All 100 per cent cotton — pleats, pads, buds and cotton wool balls.

RECKITT & COLMAN
Pharmaceutical Division
Dansom Lane
Hull HU8 7DS
Tel: 0482 26151
Telex: 592166
Fax: 0482 25322
STAND NO. 35

Reckitt & Colman are responsible for many of the leading brands within pharmacy today. Powerful brands from prescription products to GSL lines. We are one of the country's biggest spenders on advertising and number among our brand

leading products the Disprol range — family paracetamol tablets/ suspension; Dettol — antiseptic; Gaviscon — for gastric reflux; and Senokot — laxative.

Our strength lies not only in our brands but in our sales force who are trained to help you counter prescribe.

REID CONSULTANTS LTD
Lammermuir House
Almondvale South
Livingston
West Lothian EH54 6PW
Tel: 0506 411621
STAND NO. 25

Reid Consultants is an MSC approved training organisation actively involved in retail pharmacy. Our large, well-established Youth Training Scheme offers placements from Dumfries to Kirkwall, many using our distance learning packages. We are unique in offering the NPA certificate to our trainees.

Reid Consultants offers staff supervisor and management training. We have our own training facilities in Edinburgh, Livingston and Glasgow with a residential centre in Argyll for pre-reg and management courses.

RORER PHARMACEUTICALS:
BERK GENERICS DIVISION
St Leonards House
St Leonards Road
Eastbourne
East Sussex BN21 3YG
Tel: 0323 641144
Telex: 877052
STAND NO. 21

Berk Pharmaceuticals will be introducing metoprolol tablets, the latest addition to the Berk generic product range.

Berk will also be exhibiting the whole of their existing product range which offers standards of quality and reliability — complete with coded solid dose forms — which will reassure pharmacists and prescribers concerned about strict liability.

Promotional offers will be available together with the opportunity to take part in the Berk "Dip into Quality" competition.

S

SCHOLL CONSUMER PRODUCTS

182 St John St
London EC1P 1DII
Tel: 01-253 2030
Fax: 01-854 8814
STAND NO. 14

Scholl Consumer Products Ltd, the leading name in footcare and compression hosiery, will be specifically featuring the new support hosiery available on the Drug Tariff since April 1.

Also featured will be the footcare range, Lite Legs support tights and stockings, and the Coppertone range.

SUSSEX PHARMACEUTICAL LTD
Charlwoods Road
East Grinstead
West Sussex RH19 2HL
Tel: (0342) 311311
Telex: 95315 TOPTAB G
Fax: (0342) 313078
STAND NO. 40

Specialist manufacturers in generic pharmaceutical tablets, hard shell capsules and branded OTC medicines for sale in the UK and overseas. We also offer a contract manufacturing service to the pharmaceutical and health food industry. Our latest addition is a range of shampoos with hair conditioner, bath foam and hand and body lotion, selling under the name Felbridge Health Products.

STERLING HEALTH
1 Onslow Street
Guildford
Surrey GU1 4YS
Tel: 0483 65599
STAND NO. 43

Sterling Health makes a wide range of family healthcare products including OTC medicines, baby products and moist tissues. Products on show at Scotchem will include Andrews, Cymalon, Milk of Magnesia, plus Panadol and Solpadeine — their innovative TV commercials are receiving £6m support in 1988. Sterwin generics and nappy sacks will also be on view.

Visitors to the stand will be able to discuss trade developments. Added attractions are the Sterling Health Panther car, a free draw for garden furniture, and special promotions.

T

THOMAS KERFOOT LTD

Vale of Bardsley
Ashton under Lyne
Lancashire OL7 9RR
Tel: 061-330 4531
Telex: KERFUT 669829
Fax: 061-344 2442
STAND NO. 15

For over 100 years Thomas Kerfoot have been manufacturing quality pharmaceuticals.

The new Consumer Protection Act highlights the importance to the community pharmacist of purchasing quality generic products from a reliable, established company.

Kerfoot's motto "Our quality... your peace of mind" is backed by the highest standards of manufacturing and quality control.

The company offers a comprehensive range of generics at competitive prices and have special offers available on their stand.

TOPICAL (TOP TOYS) LTD
Topical House
15 Frogmore Road
Apsley
Hemel Hempstead
Herts HP3 7RW
Tel: 0442 42199
Fax: 0442 50837
STAND NO. 26

Topical are one of the leading distributors of soft toys in the UK.

On show is the exclusive "toy bar" selection, where, for an outlay of less than £200, you can stock a full range of products priced for you with a label attesting to the safety of the toy. A full range of plush retailing up to £30 is also available from stock in small quantities.

W

WEST LONDON LTD
397 Acton Lane
Acton
London W3 8NP
Tel: 01-992 0002
Telex: 265871 MONREFG
Fax: 01-992 4603
STAND NO. 27

Perfumes and aftershaves of West London will be offering a large number of products at exceptionally low prices.

Films: a range of films at very low prices and up to 30 per cent off trade on Kodak Gold films.

ALREADY No.2 AND GROWING!

**ACTION
STATIONS**

Dermacort
Hydrocortisone Cream
Quickly absorbed for fast relief 15 g

**SKIN
IRRITATIONS**

ITCHES RASHES SKIN IRRITATIONS

A GENTLE SOOTHING TREATMENT FOR REACTIONS TO
DETERGENTS • SOAPS • TOILETRIES • DEODORANTS
• JEWELLERY • INSECT BITES AND NETTLE RASH

**ACTION
STATIONS**

Dermacort
Hydrocortisone Cream
Quickly absorbed for fast relief 15 g

**SKIN
IRRITATIONS**

Dermacort
Its mildness is its strength
0.1% hydrocortisone cream
Just ask your local pharmacist

Prepare your Action Station for the
expected demands from customers.

Brand new consumer campaign
starts in April.

National Press advertising over
9 months.

The Only Alternative –

Dermacort Hydrocortisone Cream (0.1%)
is the only alternative to the 1.0% products
available OTC. Dermacort offers a clinical
effect at least equivalent to the 1.0%
formulations*.

Profit

As with all Panpharma OTC products
(Pharmacy only) – Dermacort provides
the full 50% mark-up on cost, plus
special quantity bonuses.

For further information contact your
Panpharma Representative or
telephone 01-561 8774.

*Data available.

SUNDAY MIRROR

DAILY
RECORD

THE PEOPLE
NEWS OF
THE WORLD

THE SUN

DAILY MIRROR

THE PEOPLE



PANPHARMA LIMITED
Hayes, Middlesex
UB4 0JN



HOLIDAY HAZARDS

A guide to the first aid treatment of bites and stings

Bees, wasps and hornets Most people show only a mild local reaction, with redness, pain or irritation, swelling and heat. The main danger is a potentially lethal anaphylaxis which can occur in about 0.4 to 0.8 per cent of the population. The most common systemic reaction in hypersensitive individuals mimics asthma, with difficulty in breathing; other patients experience generalised skin rash, nausea, dizziness and fainting.

Histamine, dopamine and nor-adrenaline have been identified in bee, wasp and hornet venom. Wasp and hornet, but not bee, venom contains 5-hydroxytryptamine and hornet venom is high in acetylcholine. Also present are toxic polypeptides and enzymes which assist the spread of toxins and disrupt cell membranes. The bee leaves behind its sting, which should be scratched out gently, taking care not to squeeze the poison sac at the end.

Traditional remedies have included ice or cold compresses or sodium bicarbonate solution for bee stings and vinegar for wasps. OTC remedies include calamine, antihistamines, local anaesthetics, cooling ingredients such as menthol, and hydrocortisone, although this should not be used on children under 10. A new product this season uses aluminium to denature the toxins (see p946). Antiseptics help prevent secondary infection. These remedies should be applied immediately.

Specific hyposensitisation is usually considered for people who are known to be allergic to insect venom. Patients who have previously experienced a severe systemic reaction should seek immediate medical attention if the reactions develop again. Allergic individuals may be advised to carry adrenaline inhalation or pre-filled adrenaline

syringes for emergency use. Another wise precaution is to carry some form of identification, such as that obtainable from the Medic-Alert Foundation, 11 Clifton Terrace, London N4 3JP.

Ants Most stings come from winged ants, usually when their nest is disturbed. These stings contain a high content of formic acid so application of an alkaline lotion such as sodium bicarbonate is useful.

Although initially less painful than stings, insect bites often produce the worst reactions. **Biting insects include mosquitoes** which are usually found near water and are most active in the evenings. In areas where malaria is prevalent, prophylactic measures such as anti-malarial drugs, mosquito netting and insect repellants are of major importance. If fever develops, medical attention should be sought immediately.

Ticks are common in Scotland and Wales, where sheep graze. The tick should be removed carefully before treating the bite.

Horse flies are common around farm animals and have a sharp bite that can produce a large swelling. They may be treated with specific OTC remedies as for other insect bites and stings.

Arachnids

Scorpions can cause severe local and systemic symptoms as a result of stings (not bites). The sting of South and Central American scorpions is often fatal, while that of African and Middle Eastern scorpions is not usually so in healthy adults. If possible, a tourniquet should be applied between the sting and the rest of the body and released after five minutes. Cooling with ice or immersing the affected part in ice water helps delay absorption of the venom. The toxin may be neutralised by acid, such as vinegar, and relief obtained as for other stings. Treatment with specific venom antiserum may be necessary.

Venomous spiders In tropical and subtropical countries venomous spiders inject neurotoxins that can be fatal, eg, the Atrax species of Australia and the Black Widow spider. A tight tourniquet or crepe bandage should be applied to delay the spread of venom, and the patient taken to hospital immediately.

Sea creatures

Weeverfish occur in the North Sea, Mediterranean and North coast of Africa. They have bony spines covered by venom-secreting tissues. The venom causes intense local pain but is unstable to heat. The wound should be washed immediately with salt water and the stung hand or foot immersed in water that is hot enough to be uncomfortable but not scalding, for a few seconds then removed to prevent blistering. The procedure should be repeated for about half an hour until the pain subsides. Similar treatment is recommended for other creatures with venom-secreting spines, such as sting-rays, catfish and stonefish. In an Australian trial, Stingose was found effective in stings from various spiking fish. **Jellyfish** Most jellyfish are harmless and their stings usually cause only local pain and wheal. Death has sometimes occurred following a sting from the Portuguese Man-of-War. The most dangerous jellyfish is the sea wasp or box jellyfish found off North-east Australia.

Any tentacle remains should be removed, taking care not to discharge more of the sting. Vinegar or dilute acetic acid or calamine lotion



may be applied for their soothing effect. Alcohol has also been a common treatment; it helps remove adhering tentacles and its astringent action could result in some detoxification of the venom. Most OTC insect bite and sting remedies are also recommended for jellyfish. Sea wasp antivenom is available in Australia.

Sea urchins Painful spines can be removed after softening the skin with 2 per cent salicylic acid ointment or by drawing them to the surface with magnesium sulphate paste. Use of antiseptic cream helps prevent infection.

Animal bites

Rabies is a serious hazard throughout the world, including many parts of Europe, although the UK is rabies free.

Rabies infection can occur when a bite or scratch is contaminated with an animal's saliva containing the virus, which can also penetrate unbroken mucous membranes. Rabies may be carried by dogs, cats, foxes, monkeys, bats and other mammals.

If someone is bitten or scratched while abroad, the wound should be cleaned with soap or detergent and flushed well with running water. An anti-viral agent such as povidone iodine, 0.01 per cent iodine or 40-70 per cent alcohol (including gin or whisky) should be applied. Medical attention should be sought immediately.

If the animal's owner is known, he should be asked to get in touch if the animal becomes ill or dies within two weeks. Even if the animal has been vaccinated against rabies there may still be a risk. The local police should be told and the patient's doctor informed on return.

Rabies vaccination is not usually recommended before travel, unless the person will be exposed to unusual risks or travelling to remote areas where good medical treatment may not be available. Vaccination does not remove the need for urgent treatment if bitten.

Even in a rabies-free country, a dog bite should be regarded as suspicious and potentially liable to infection. Tetanus immunoglobulin or a booster dose of tetanus toxoid and prophylactic antibiotics may be necessary for deep or severely contaminated wounds.

Snake bites

Acute poisoning due to venomous snakes is rare in the UK. The adder is the only indigenous venomous snake and deaths following bites are rare in healthy people.

Reassurance forms an important part of

treatment for snake bites. Significant amounts of venom are rarely injected and the time taken for a lethal dose to act is longer than commonly believed, making effective treatment possible.

Venomous snakes usually leave one or two fang marks, whereas non-poisonous snakes leave a semicircular set of tooth marks.

The bite should be washed without rubbing and the limb immobilised with a splint or sling. The patient may need antivenom so should be taken to hospital. Many traditional first aid measures such as suction, incisions and potassium permanganate crystals are no longer recommended.

Tourniquets should be used only if the patient has been bitten by a dangerously neurotoxic species such as cobras, mombas and Australian venomous snakes. The tourniquet is applied tightly round the upper arm or thigh, or a crepe bandage wrapped firmly round the whole limb. The ligature should be released for one minute every 30 and not left for more than two hours.

If an analgesic is needed, paracetamol is preferable to aspirin which can compound the bleeding disorders caused by the venom.

Signs that the venom is circulating through the body include loss of consciousness, bleeding from nose, gums or stomach, generalised muscle stiffness and paralysis, diarrhoea and vomiting. Ptosis — the inability to open the upper eyelid — is a sign of neurotoxicity. Signs of poisoning rarely appear until half to one hour after the bite.

If the snake has been killed, taking it to the hospital will aid in identification, although it must not be touched with bare hands.

Malaria prophylaxis

The Malaria Reference Laboratory at the London School of Hygiene and Tropical Medicine (01 636 7921) recommends the following malaria prophylaxis:

Zone A. Bangladesh, India, Nepal, Pakistan, Sri Lanka, African countries south of the Sahara, South America except major cities: Proguanil 200mg (two Paludrine tablets) daily, plus chloroquine 300mg base (two Nivaquine or Avloclor tablets) once a week.

Zone B. Burma, Kampuchea, Indonesia, Laos, Malaysia, Philippines, Papua New Guinea, Solomon Islands, Vanuatu, Thailand, Vietnam: One Maloprim (POM) tablet weekly and chloroquine 300mg base weekly.

Zone C. Central America, Maldives, Mauritius, Middle East, and tourist or business travel in China: two Paludrine tablets daily.

Egypt: From the beginning of June to the end of October in all rural areas, two Paludrine tablets once daily (not needed in Cairo or Alexandria).

Morocco: From the beginning of May to the end of October in rural areas, one Paludrine tablet daily (not needed in Agadir, Marrakech, Tangiers or Casablanca).

Turkey: Not needed in Ankara, Istanbul or tourist areas on the West coast. For other seasons and areas of risk ring 01 637 0248.

Antimalarials are not needed in Bangkok, the Seychelles, Phuket, Penang, Hong Kong, Singapore or Tunisia.

The drugs are usually taken a week before departure, throughout the stay and for a month afterwards.

TRAVEL IN *Style* WITH Kwells



Enter this free competition (for pharmacists and pharmacy counter assistants only) and you could be travelling in style.



2 first prizes of this elegant and stylish luggage from Antler.

British made and renowned for its strength and lightness.



antler Park Lane luggage set in navy polyester.



BRAUN quartz AB312sl travel alarm clock with pocket light/dial illumination, snooze function and protective cover.

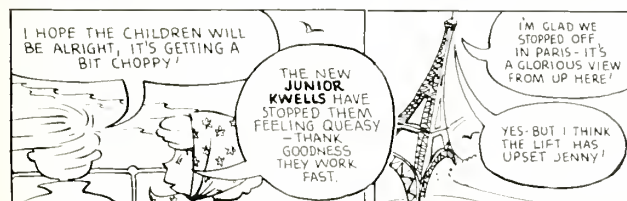


100 runners-up prizes of super Braun quartz travel alarm clocks with built-in pocket light.

WHAT TO DO

For the last 6 weeks in "Chemist + Druggist" we have featured the cartoon adventures of "The Tripps", a lighthearted view of some of the "joys" of holiday travel. Without Kwells and Junior Kwells to help settle things, the Tripps' holiday would have been a nightmare! Below, we reproduce 6 frames taken from this cartoon series. Study these carefully (it will also help to look carefully at Kwells packs) and then answer the 6 questions shown

alongside. Clearly print your name, the name and address of your pharmacy (Block capitals in ink please) and send your completed entry form to the address given below. All correct entries received will qualify for entry into the prize draw. The first 2 all-correct entries drawn will each be awarded a set of Antler luggage. The next 100 correct entries drawn will each receive a runners-up prize of a Braun travel alarm clock.



THE COMPETITION

- 1 Kwells melt-in-the-mouth, so you don't need _____ ?
- 2 New Junior Kwells are suitable for children over _____ years?
- 3 The active ingredient in Kwells and Junior Kwells is _____ ?
- 4 Kwells and Junior Kwells work fast. They begin to take effect in _____ minutes?
- 5 The adult dosage of Kwells is one tablet every _____ hours. ?
- 6 On their French holiday, the Tripps stopped off in _____ ?

RULES:

- 1 This competition is open only to pharmacists and pharmacy counter assistants employed in pharmacies stocking Kwells travel sickness remedies
- 2 Employees of Nicholas Laboratories Ltd., their families and agents may not enter
- 3 No cash alternative for the prizes is available
- 4 Only one entry per person. All entries must be clearly legible and on an official entry form
- 5 A list of winners names and counties may be obtained by sending a S A E to the competition address 28 days after the competition closing date
- 6 All entries must be received by 15th July 1988. Prize winners will be notified within 28 days of the competition closing date
- 7 Any tax liability occurring as a result of this promotion is the responsibility of the individual concerned and not of Nicholas Laboratories Ltd
- 8 Proof of posting is not proof of delivery. No responsibility can be accepted by Nicholas Laboratories Ltd. for any entries lost, damaged or delayed in the post
- 9 The judges decision is final. No correspondence will be entered into.

Complete this form below (block capitals in ink) and send to: Kwells Competition, P.O. Box 17, Slough, SL1 4AU.

NAME _____

SHOP NAME _____ TEL No _____

SHOP ADDRESS _____

POST CODE _____

SIGNED _____



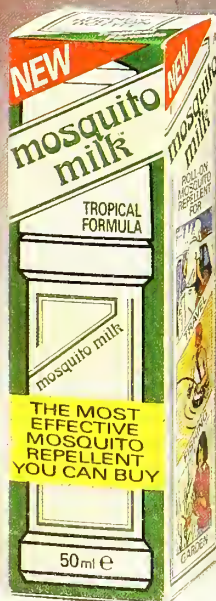
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Prospects good

Prospects look good for the holiday remedies market. Not only are more people going abroad for their holidays but they are becoming more adventurous and seeking "undiscovered places" where standards of food hygiene remain equally undeveloped.

There is also a trend towards year round travel. Says Tony Liepman, OTC manager, Leo Laboratories: "Traditionally a seasonal product, Opazimes sales have continued to spread to include Winter, Spring and Autumn months as well as the customary Summer holiday period. More and more people are preferring to jet off to the Winter sun and take off-peak breaks. And increasingly business people are travelling internationally all year round."

At the first conference in International Travel Medicine held in Zurich last month, Dr Robert Steffen, professor for social and preventive medicine, Zurich University, presented the latest figures on illness suffered by travellers to hot countries. The incidence of traveller's diarrhoea was as high as one in three, dysentery one in 300, giardia one in 170 and hepatitis A 1 in 500.

Janssen say that growth in the market for OTC antidiarrhoeals stands at 22 per cent — higher than the OTC market overall. They claim that Imodium and Arret have achieved 24.5 per cent and 20.6 per cent share respectively of a market that is worth £4.7 million at trade prices (excluding electrolyte replacements), giving loperamide almost 50 per cent market share overall. Loperamide has also become the most prescribed antidiarrhoeal.

Beecham will be advertising Diocalm in a national £150,000 television campaign during June and July, reminding holidaymakers to stock up before they go abroad. A range of display materials will be available and there will be a chemist assistants' competition to help increase trade knowledge. Sterling sales of Diocalm are said to be up 9 per cent over the past year.

International Laboratories are supporting J. Collis Browne's with a £225,000 promotional spend

John Carter lends support to Enterosan

this year.

The advertising is scheduled to appear in two bursts, Summer and Winter. The summer campaign majors on the tablets which are more popular for taking away on holiday. The Winter campaign embraces the "glowing warmth" of the liquid, which is more popular at this time of year.

National Press, London Underground cards and travel guides will be used in the Summer, and national Press alone will support J. Collis Browne's mixture in the Winter.

Shelf talkers are available this month, linked to the consumer advertising. Discount deals are available until August and wholesaler promotions are planned for June.

Janssen pharmacy division are advertising Arret nationally in the daily and Sunday Press and throughout the Summer on the London Underground. POS window or counter material is available through pharmacy division representatives and the product will be on bonus giving 43 per cent profit on return until the end of the Summer. The leaflet "How to have a happy holiday" is available again this year, including details of a "Happy holiday video" offer.

Leo Laboratories are planning an intensive six weeks promotion for Opazimes. A campaign aiming for the peak season in July-August will use mass market tabloids such as *Today* and the *Star*, backed by a public relations campaign involving the women's Press.

Windsor Pharmaceuticals are hoping Enterosan will benefit from endorsement by one of Britain's leading travel journalists, John Carter, travel editor, *Good Housekeeping*, and for 19 years one of the presenters of BBC's "Holiday" programme, has written a new free consumer holiday guide, sponsored by the company and mentioning Enterosan among advice on all aspects of holidays. Mr Carter is currently appearing on ITV's "Wish you were here" programme. Showcards are available for display in-pharmacy with the Enterosan outers and carry information sheets saying how to obtain the "Holiday tip" booklet. The product will also be supported by advertising starting in June.

Sickness remedies treble

The travel sickness remedy market is predicted to treble by 1990, from 1.3 million packs in 1981 to 3.9 million, say Searle Consumer Products.

One in four of the 17.4 m UK holidaymakers in 1986 bought a travel sickness remedy and a further 3.8 million people travelled for reasons other than going on holiday.

The Summer months from May to August are the strongest for sales and children are the most likely sufferers.

May and Baker say the market was worth £2.9 million in 1987 and had a growth rate of 14 per cent over the previous year.



Counter pack for Travellers

Chefaro Proprietaries have taken over the marketing of Travellers, the natural motion sickness remedy containing 300mg dry ginger root. The capsule includes no excipients, fillers or additives. A counter display has been introduced and a four month introductory offer of 12 as 10 is available on direct business.

May and Baker's Avomine will be supported in a "Guide to holiday healthcare" for distribution through travel agents with holiday tickets. A small counter unit holds all products in the consumer range.

Janssen pharmacy division claim that Stugeron holds 43 per cent of the £1.5m market (trade prices) without ever being advertised to the public, which is "proof that pharmacy recommendation counts for a great deal." POS is available for window or counter displays, from local representatives.

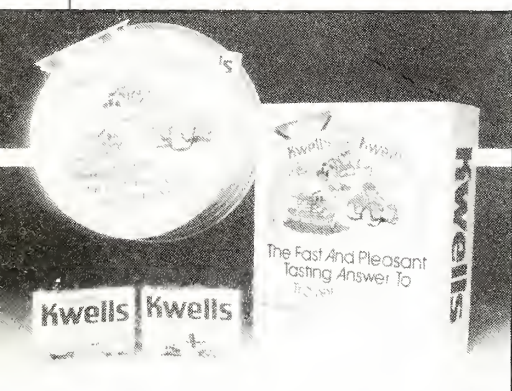
Nicholas Laboratories are concentrating more on supporting the recently-launched Junior Kwells in this year's campaign. Public relations involvement with the parental Press is expected to result in features on travelling with children, during the May, June and July issues. POS material and bonus deals are available for both Kwells and Junior Kwells. The brand will also be on display at the School Nurses' Exhibition in Cambridge on July 9.

Searle Consumer Products recently launched new Dramamine POS which includes a counter dispenser for staff and a dispenser for leaflets advising people who do not travel well.





Stafford-Miller are supporting Joy-rides in a national consumer Press campaign with a spend of £100,000. The colour advertisement is appearing in selected women's magazines until the end of August. Advertising will also be carried on 1 million ticket wallets despatched to holidaymakers before they travel. New packaging shows child-like drawings of the four major modes of transport. A new tower display unit enables the product to be dispensed easily by the pharmacist. The company believes its strategy of national advertising has resulted in Joy-rides being brand leader in the peak travel period.



POS for Kwells and new Junior Kwells

Boost for repellants

The insect repellent market has grown considerably in recent years.

Travellers into areas where malaria is prevalent are becoming aware of the need for these products, especially with the increasing resistance to drug prophylaxis. Further expansion of the market is expected this year with the growing popularity of Turkey, a country where insects are particularly troublesome.

Bayer say that in 1984 the market was worth £1.4 million and there were no heavily promoted brands. Since then, the market has responded to the heavy promotion of Autan, the brand leader, and is now worth £3.2 million.

Alfred P. Cumming Ltd have noticed the most significant increase in sales in Scotland, the North of England and Ireland, with little progress in the Southern counties.

International Laboratories Ltd say the

market for bite and sting remedies is estimated to be worth £2.5 million, representing 1.5 million units. Sales, excluding Boots, were up 15 per cent in value to £1.8 million and 7 per cent in volume last December compared with the previous year.

Products and promotions

Extensions to the Buzz-off mosquito killer range and a new concept in protection against insect repellants are being introduced by Traveller International. The original Buzz-off 220/240 volt unit now comes with 30 tablets, each effective for up to 10 hours, and refill packs of 30 are available. A new Voyager worldwide voltage version is available for use on 240v and 110v (£6.95), and Traveller are introducing Con-cord models with rewind extension cords to give more effective outdoor use and more flexible indoor use (£6.95-£7.95).

Buzz-bands are designed to protect the most vulnerable areas of the body from biting insects. Each pack contains two ankle and two wrist bands impregnated with DEET and a 50ml bottle of DEET reactivating fluid (£8.95; bands alone £6.95; fluid alone £2.25). The bands are active for 120 hours provided they are stored in their resealable bag when not in use. As mosquitoes bite mainly at dusk and in the early morning, this is more than adequate for a two-week holiday. One soaking in the reactivating fluid renews the repellent properties for a further 120 hours of use. Each bottle contains enough for two applications. A night and day pack incorporating Buzz-bands and Buzz-off with 30 tablets will also be available (£9.95).

Buzz-off and Buzz-bands have been approved by Medical Advisory Services for Travellers Abroad after independent research found the products effective.

All the products will carry a promotional offer of a £10 holiday voucher, redeemable at any travel agent against British Airways Sovereign and Enterprise holidays booked before December 31. *Traveller International Products Ltd. Tel: 01 449 2774.*

Alfred P. Cumming Ltd say Shoo repellent has been made more waterproof, following criticism that repellents in general do not stand up to rain or damp conditions and must be re-applied frequently. Dundee University's department of biological sciences has tested the new product over two years in the rain forests of the West Indies. National consumer Press advertising will be increased this year.

Bayer consumer products division are supporting Autan with a national television campaign from late June through to August. POS includes a counter display unit and there will be a consumer competition with 50 barbeque kits among the prizes. Pharmacists stand to win a Summer Champagne hamper or cool bag.

Chancellor Group are supporting Z.Stop with a poster campaign again this year, reinforced by public relations. POS includes merchandisers and leaflets. The company says the brand's positioning is "upmarket" compared with Autan and Jungle Formula, and the lotions do not contain DEET, as do the main competitors. The biggest seller is the lotion spray, followed by wipes and sunmilk.

Stingose, the new bite and stings treatment, is being backed by women's Press and radio advertising, together with public relations.

International Laboratories Ltd will be investing £200,000 in consumer advertising during the peak bite and sting period of July and August.

Both Wasp-eze spray and cream will be advertised in national Press. "For bites and stings from horrid things" generated the highest level of consumer sales seen for Wasp-eze spray and will, therefore, be continued in 1988. "Watch out for the local night life on holiday" sold the cream through last year and will run again this year. The company has invested over £30,000 in travel guides.

A further supply of shelf talkers will be available from June, linked to the consumer campaign. Trade offers will continue for the next few months. The brand saw its highest growth rate last year, with a 39 per cent volume increase and 49 per cent increase in value over 1986.

Jungle Formula is now available in a 60ml roll-on containing 40 per cent diethyl toluamide (£2.25). The pocket-sized plastic pack enables users to apply the insect repellent without getting it on their hands. Jungle Formula lotion, containing 75 per cent Deet, is the most concentrated of the variants and is said to protect for up to eight hours without re-application. New POS for this season includes "shelf-talkers". An advertising campaign is planned, aimed mainly at the women's media, and a public relations drive is underway. The brand is estimated to have a 25 per cent value share, 20 per cent by volume, of the £3.5m personal insect repellent market.



A roll-on variant for Jungle Formula

May and Baker's Anthisan will be supported as Avomine (see travel sickness remedies) with a leaflet and counter unit.

Panpharma will continue to support Dermacort 0.1 per cent hydrocortisone cream during the Summer. National Press coverage will alert consumers to visit their local pharmacy to seek the pharmacist's advice on insect bite treatments. POS and bonuses are available.

Parlour Products are introducing Mosquito Milk roll-on containing DEET as well as natural plant extracts from rose, lavender and geranium. Two "stripes" applied to either side of the body gives protection for up to eight hours, the company says. *C&D, April 23, p784.*

Diabetics abroad

There is no reason why people with well-controlled diabetes should not enjoy holidays abroad, but they need to go well-prepared, says the British Diabetic Association.

It is not true that hot climates are bad for diabetics, although some find they need to adjust their control because they are leading different lifestyles — crossing time zones, eating at different times, and so on.

Diabetics are advised to take enough medication and equipment — plus spares — to cover all possibilities and, if going abroad for some time, to check whether the insulin or tablets they need are available in the countries they are visiting. These supplies are likely to be costly abroad. Other requirements such as artificial sweeteners may also be more expensive.

Travelling abroad, especially to hot climates, puts an additional strain on the stability of insulin by subjecting it to increased movement and because it is taken out of the fridge for long periods. The BDA recommends that insulin is carried in a polystyrene container such as a wide-necked vacuum flask or containers with cooling systems, but it is important that the vials do not touch any frozen materials in case the insulin freezes. The BDA's diabetic care department has information on where to obtain purpose-built containers.

The BDA advises that, although it is best to store in-use insulin in a fridge, this is not essential because a vial is usually finished fairly soon after opening. But exposure to sunlight or high temperatures will impair activity and manufacturers recommend that insulin should be kept at a maximum temperature of 25°C for no longer than a month. Temperatures on the back seat of a car can easily reach 30-35°C in the Summer and this quickly affects the insulin.

When travelling by air, diabetics are advised to carry their insulin, with spares to allow for breakage, in their hand luggage, as aircraft fly at altitudes that cause freezing of baggage in the hold. And checked-in baggage sometimes ends up on the wrong flight, so other essentials such as syringes and monitoring equipment should also be carried by hand.

Another recommendation is to take a diabetic's identity card in case customs officers wonder why

the traveller is in possession of syringes.

Diabetics should be prepared for delays and should carry a small supply of sugar or glucose tablets and slower acting carbohydrates such as sandwiches, biscuits or fruit.

Time changes when travelling East or West may necessitate adjustment of meals and medication. Diabetics should seek individual medical advice but as a general rule, for those on tablets, it should not be necessary to take extra doses to cover an extra long day when travelling West and no afternoon or evening dose should be taken on an extra short day when going East. If metformin alone is taken, there should be no risk of hypoglycaemia even if the full dose is taken on a short day.

With insulin, less may be needed when travelling Eastwards and more may be needed when travelling Westwards. Again, medical advice should be sought. Other adjustments may be necessary to take account of getting up later and eating at different times when on holiday.

Many countries still have 40 units per ml insulin instead of U100, so if further supplies must be bought the simplest solution is to buy U40 syringes to avoid the necessary conversions.

Diabetics suffering from sickness and diarrhoea are warned not to stop taking their medication but to keep up their fluid intake with carbohydrate-containing drinks and to keep testing their diabetic control, seeking help if it goes out of control or if they are vomiting.

Kings College Hospital, London, gives diabetics foot care advice when going on holiday, such as: On long journeys walk around every half an hour to help reduce swelling in the feet; avoid walking barefoot; protect feet and legs with a high factor sunscreen or keep them covered; use more emollient, especially on the heels, if the feet become dry; if feet become excessively moist, dab with surgical spirit; examine feet daily for swelling, sores or colour changes and if any of these appear go to a state registered chiropodist.

The BDA, 10 Queen Anne Street, London W1M 0BD, offers information packs for travellers to most European and Scandinavian countries, including useful phrases and identity cards in the relevant language.



WHICH MUMMY DIDN'T PACK THE JOY-RIDES?

The one whose chemist neglected to stock them. Joy-Rides are the only travel sickness brand specially for children. And they are the only ones advertised too.

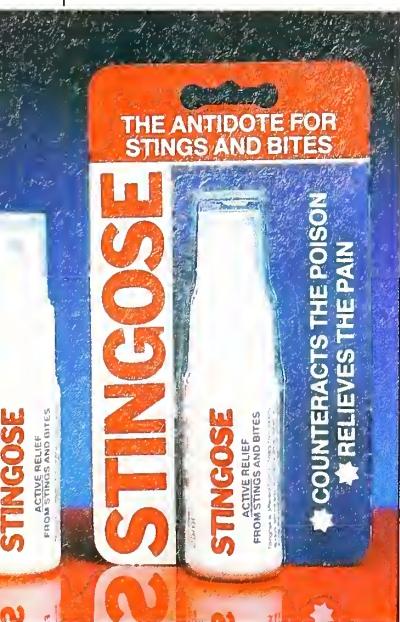
So prepare yourself for the school holidays.

Joy-Rides

The end of the road for kids' travel sickness.

A new approach to bites and stings

Chancellor Group Ltd describe the rationale behind their latest product.



dilute ammonia.

Stingose, being launched this month (*C&D*, April 30, p828), is active against the poison itself and can prevent the symptoms associated with bites and stings.

It is well known that aluminium ions denature protein. Virtually all characterised insect and marine venoms are essentially proteinaceous and therefore it could be expected that aqueous solutions of aluminium ions would denature venoms and toxins. It has also been shown that aluminium sulphate can modify the structure of polysaccharides, so the denaturing properties also apply to plant stings and toxins.

In addition, some toxins contain enzyme accelerators which speed the rate of diffusion of the venom into the tissues. As enzymes are proteins, these are also denatured by aluminium ions and thus inhibited from acting.

Stingose was formulated to present aluminium ions rapidly and evenly over the area affected by

the sting or bite. Its high ionic concentration causes an osmotic movement of fluid towards the area of administration. This helps to retain the venom and toxin within a limited area.

Stingose also contains a surfactant. By removing natural oils and suntanning preparations and 'wetting' the skin, better penetration by the aluminium ions and rapid action are achieved. This enables the aluminium ions to come into contact with toxins from deeper stings.

Thus, the product not only destroys the venom and toxin but also prevents their movement into the blood stream, thereby bringing rapid pain relief and minimising the after-effects of swelling, blistering, itching and allergic reactions.

Its effectiveness as a first-aid treatment has been demonstrated in an extensive field trial carried out in Australia, which involved 1003 cases. A large number of the bites and stings were of marine

animals and potentially fatal. Treatment was reported to be completely successful in 997 cases and partially successful in six. Other tests show Stingose to be equally effective against wasp, bee, hornet and nettle stings and insect bites.

In the field trial, no undesirable effects were reported. Aluminium salts in general are well tolerated when applied topically or injected.

For maximum effect the product must be applied promptly and liberally to the affected area. It is not active against venom or toxin already absorbed.

Summer relief display

Kirby-Warrick Pharmaceuticals have a new counter display on the theme 'summer relief'. It holds four small (100g) and two large (250g) Lacto-calamine — now in new packaging, six Puritabs packs and four each of Solarcaine aerosols, creams and lotions.

Up to now, treatment of stings and bites has been mainly intended to give soothing relief and to reduce inflammation and irritation by the use of antihistamines, analgesics, local anaesthetics and alkalis such as

Keep the little 'Buzzers' away . .

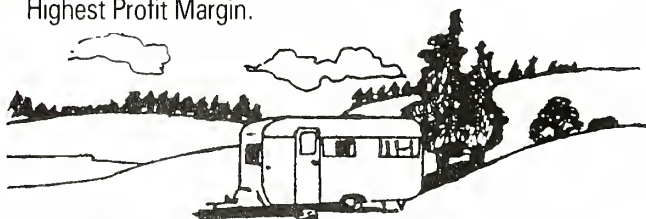
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Society asks DHSS for over £250,000 to fund continuing education

The Pharmaceutical Society has asked the Department of Health to provide £280,000 to fund organisers for continuing education courses in each of the 14 regions of England and Wales.

This and the recommendation that a postgraduate education group should be set up as a special interest section of the Society were two points to emerge from a seminar on continuing education hosted by Janssen last week.

Barry Andrews, managing director of Moss Chemists, told the academics attending that as a company Moss could make continuing education a contractual obligation. Reasons given for not taking part in continuing education varied, from not considering it necessary to lack of time and no pressure to attend. Low attendance at courses was due to poor advertising, inconvenient locations and lack of relevance to general practice, he suggested.

Anatomy, physiology and the

study of disease states coupled with clinical pharmacy, response to symptoms and communication skills were the main subjects which he considered important for community practice. It was these areas that the Multiple Retail Pharmacy Training Group (consisting of four companies) would be addressing in a series of courses to start in the Autumn, he said.

Dr Robert Dewdney, secretary to the Society's

'First package on communication skills available this Autumn'

Postgraduate Education Committee, outlined its advisory and co-ordinating role. The first results of its "central initiatives" would be available in the Autumn, he said. Each region would be sent a free standing "communication skills" package. A "response to

symptoms" package would also be available. The National Extension College would also be offering for purchase (at £14.95 each) the modules produced for the Society's distance learning pilot project.

The PEC has been directing the pilot project and there would eventually be an approach to the DHSS for national funding of the scheme. There was also the possibility of educational material being put out for pharmacists in video form late at night via BBC direct television. This could be possible by the New Year, he suggested.

PSNC chief executive Alan Smith asserted that the locum expense fee allowable under Section 63 expenses was completely inadequate and acted as a deterrent to pharmacists attending day courses. It was one reason why there had been significant underspending against the 87-88 money available for

courses. Attendance at evening courses and at weekends meant postgraduate education was added onto an already long working week.

He was sceptical that the statement in the Primary Care White Paper that "at an appropriate time the Government will make available additional funds for continuing education" would ever come about. "The reality is widely divergent from the promises made," he said.

The need to bring the knowledge of existing pharmacists up to date is immediate, particularly with the skills necessary for providing pharmaceutical services to residential homes and in maintaining patient records. "It is imperative that standards of practice are established and the necessary education given to participating pharmacists before the £3.6m available can be paid out," he said.

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Condoming it — or not?

Everyone knows something about AIDS, or thinks he does. At a basic level the Government sponsored radio and television advertising campaigns have attempted to put over the potentially fatal nature of the virus and the ways it can be passed on. But just how effective have they been, not only in terms of educating people, principally the younger age groups, but in encouraging them to change their habits?

Recent research done for LRC, the manufacturers of Durex, suggests that the message is not being heeded by the under 20 age group. LRC, of course, have a vested interest in the take up of the advertising campaign's "safer sex with a condom" message.

The UK condom market is now worth £25m at retail prices — in volume terms this equates to around 130 million condoms a year — and has been growing at a steady annual rate of 20 per cent. LRC claim over 94 per cent of the market.

'The message is not heeded by teenagers'

In late 1987 the company commissioned Taylor Nelson Medical to carry out a usage and attitude survey among 500 women aged 16-45 and 300 men aged 16-30. This showed that the image of the condom has improved since 1985 when a similar survey was conducted. The condom is believed to be the healthiest method of contraception by 58 per cent of women — 10 per cent more than in 1985.

The condom is perceived to be the best alternative to the pill by 53 per cent of women, say LRC, and obviously has a healthy future as 43 per cent believe it will become the most popular contraceptive. The number of those in the 21-30 age group using the condom as the main method of contraception has doubled — 46 per cent of users are now under 30 compared to 33 per cent in 1985. There has been a decrease in the 41-45 age group reflecting the rise in vasectomies.

However, a statistic hidden in the survey results shows that while four years ago 4 per cent of condom users were in the 16-20 age group, that figure has only risen by 1 per cent, whereas the number of people in the 18-20 age group claiming to have a regular



Does the appeal to individual conscience — as in the recent Health Education Authority advertising campaign — really work?

partner has gone up from 61 per cent to 73 per cent. These age groups are exactly those targeted in the most recent splash of television advertising on AIDS. "After the amount spent on it, usage figures among the young should be higher," feels Mike Broadbridge, LRC's general manager, marketing.

For this reason LRC are planning a more direct approach for their next burst of television advertising. "The 'chain link fence' advert was right for then, but not now. It suffered from being the first," says Mr Broadbridge. Early Summer should see the results of the new approach. Retail promotions are also planned. LRC has not been able to mount one in the past 18 months because the company was struggling to meet the demand for condoms following the Government's October '86 AIDS campaign.

Chemists should welcome the return of trade support because LRC's survey shows much of the new condom business is going through pharmacies. The number of women buying condoms has doubled since 1985, up from 23 per cent to 44 per cent in 1987.

There has also been an increase in the proportion of women who claim that the condoms they or their partners use are bought from chemists or other retail outlets. Paradoxically, since it might be presumed the

renewed popularity of the condom is a result of AIDS, LRC say this is not the case.

"There is no relationship between those women who buy the condom and their concern about contracting AIDS," say LRC. The company concludes the reason purchase has risen is that the condom has become more respectable and therefore less embarrassing to buy. The majority of women — 54 per cent — are not embarrassed by purchase, the survey shows.

Chemist shops and Boots are the most popular source of purchase and 82 per cent of women are happy to buy through the traditional outlet. The drugstore is the next most popular with 74 per cent of women happy to purchase from such outlets.

Only a minority of respondents said that they would be happy to buy from garages, newsagents or off-licences. There were similarly low levels of interest in purchases from record stores (10 per cent) and fast food outlets (4 per cent). These sources of purchase results are mirrored among male respondents.

In spite of initial trade scepticism the Mates operation is well off the ground. Mates Healthcare, the trading arm of the Healthcare Foundation, say that after the initial 16-week selling period, those outlets which account for over 50 per cent of the current condom market (Boots,

Medicare, Superdrug, Underwoods and Share) all report high levels of sales. Estimates show that Mates condoms are taking an average 35 per cent share in major multiples, it is claimed.

The number of distribution points for Mates is increasing steadily. Around 8,000 vending machines are now sited in pubs, hotels and public lavatories. Due to the success of this operation, Mates Healthcare, in conjunction with Kastle Vending, have established a new vending and packaging division based at Tamworth, Staffordshire. Under the new agreement, 25,000 Mates vending machines will be installed during 1988. As a result of this and as part of the Mates Healthcare policy to take over all selling of the brand directly, the arrangement with Crownner Products, who handled the initial sell-in of the product to small accounts, has been terminated.

To raise the brand's profile and to emphasise the importance of using condoms, un-branded Mates advertisements are being shown in cinemas nationwide. An extensive Mates campaign in the women's and youth Press is also running.

'Mates plan to install 25,000 vending machines'

Figures from Neilsen confirm the market has been growing by around 20 per cent a year since 1986. Pharmacies still take the lion's share of business with 64 per cent of sales. Grocers take a growing 20 per cent slice and the drugstores 16 per cent. By the end of 1987, while virtually all chemists handled condoms only half of grocers stocked such products. It is predominantly the multiples that are taking them in stock (over 60 per cent) compared to independents (only 10 per cent).

But perhaps the most important statistic from the chemists' point of view is that if you run an independent pharmacy you get £46 of sales over the counter from condoms in an average month. Multiples (over 10 branches) take £75 per shop.



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Society recommends change in barbiturate controls

The Pharmaceutical Society is to recommend to the Home Office that all barbiturates should be rescheduled into Schedule 2 of the Misuse of Drugs Regulations, with an appropriate exemption for phenobarbitone.

At this month's Council meeting, the Legislation Committee considered a Home Office consultation letter proposing the reclassification of quinalbarbitone as a Schedule 2 CD. The Committee raised no objections to its rescheduling but was concerned that the move might increase confusion among some practitioners about the requirements and exemptions for certain barbiturates.

'Head for uniformity but may increase confusion'

The Committee felt that there should be more uniformity and, after a long discussion, agreed that since the rescheduling of quinalbarbitone was inevitable, the other barbiturates should join it in Schedule 2, with an exemption for phenobarbitone. The Committee saw no difficulty in practice, because the use of barbiturates other than quinalbarbitone was relatively small.

Parallel imports Urgent action was needed to protest at the Government's parallel import discount recovery plan, Council decided (*C&D*, April 30, p816). The Practice Committee agreed that the Society's concerns should

be set out in a letter to the Health Minister as quickly as possible.

The Committee also expressed concern over some aspects of the licencing of parallel imports. It was agreed to look into the matter and raise questions with licensing officials.

"Minor relocation" meeting The Pharmaceutical Negotiating Committee agreed to meet Society representatives on May 4 to consider the matter of appeals against NHS contract "minor relocation" decisions. (No further information was available as *C&D* went to press — Editor.)

Practice research fellowship Specialist advice may be made available to potential applicants from community pharmacy for the Society's new pharmacy practice research fellowship, financed by the Leverhulme Trade Charities Trust.

The secretary and registrar told Council that the Society would consider how to direct potential applicants towards specialist advice. He was answering a question from Dr D.H. Maddock who had asked whether assistance would be available to those who wished to draw up applications. Mr J. Balmford said that the College of Pharmacy Practice would be able to help community pharmacists prepare applications.

More help for Re-Solv The Society is to increase its support for Re-Solv, the charity set up by industry to combat solvent abuse. Following an approach from the Department of Trade and Industry, the Council agreed to

increase its contribution to Re-Solv by £100 a year for three years.

The Society has also accepted an invitation to submit the names of pharmacists for possible membership of a proposed Re-Solv business support group for companies with long-term interest in the work of combatting solvent abuse.

Contraceptive Foundation The Society is to become a professional member of the Contraceptive Foundation, at a subscription of £150 per year. The Foundation is a consortium of organisations with an interest in contraception.

Officer appointment A pharmaceutical officer appointment has been made in Bexley and the situation satisfactorily resolved. The secretary and registrar said that a structure was being proposed which was likely to be acceptable for the Yorkshire regional pharmaceutical officer post.

Syringe exchange advertisement Council has decided not to object to a proposed advertisement for a pharmacy syringe and needle exchange scheme for drug addicts. However, it is to be suggested that the phrase "at selected pharmacies" should be replaced by a reference to "pharmacies in the scheme" or possibly "participating" or "designated" pharmacies.

Industry course Council has agreed that the Society should seek financial support for a proposed master of science degree in industrial pharmaceutical sciences. The degree course is to be established at Manchester University, which is able to provide some of the necessary funding. Further financial support is required urgently if the course is to commence in Autumn 1989.

No NHS celebrations Council has decided that the Society should not take part in proposed celebrations to mark the 40th anniversary of the NHS.

Next London BPC The Society is to contact its branches in the Greater London area to ascertain the support for a British Pharmaceutical Conference in London in 1993. The Conference was last in London in 1983 and is normally held there every 10 years.

Paracetamol statement Council approved a statement advising pharmacists to label dispensed solid dose preparations containing paracetamol with a maximum

dosage warning (*C&D*, April 30, p819). Council also agreed to ask the Department of Health to take the statement into account along with the Society's comments on its consultation document on information about medicines, with regard to over-the-counter sales.

It was also agreed that the Joint Formulary Committee should be asked to take note of the statement for publication in Appendix 4 of the British National Formulary with the other cautionary and advisory labels.

Pharmacy for tennis Council decided not to object to a proposal for a temporary pharmacy at Wimbledon tennis courts during the fortnight of the Wimbledon tournament. The pharmacy will be housed in a permanent wooden building where its stock can be secured when it is not open for business. The pharmacy will be under the control of a pharmacist at all times but will not offer a dispensing service.

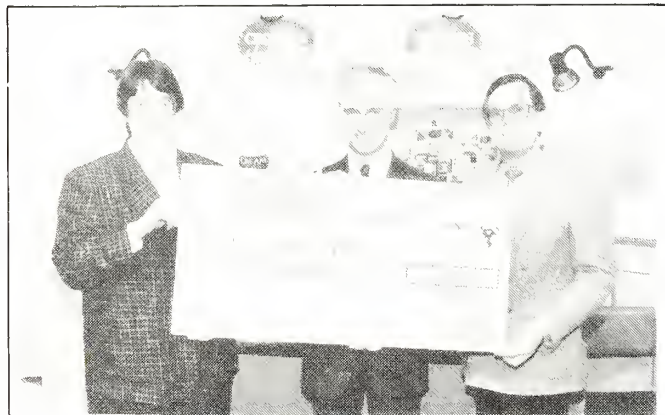
'No objections to temporary pharmacy at Wimbledon'

Free movement Six applications have been received from European Community pharmacists for registration in Britain under the free movement provisions. One was from Greece and five were from the Republic of Ireland. The Society has not been informed of the competent authority for France and so was not yet in a position to accept applications for registration from that country.

Drug Tariff in schools The Department of Health has confirmed that it had written to schools of pharmacy seeking their requirements for free supplies of the Drug Tariff to be made in September each year. The secretary of the Society's Scottish Department (Dr J. Chilton) will investigate the arrangements to be made for pharmacy schools in Scotland.

Leicester degree The bachelor of science degree in pharmacy of Leicester polytechnic has been approved for a further period of three years only, to allow the school to implement proposed changes to the degree course.

Library cuts The Society is to give general support to the Standing Conference of National and University Libraries in its efforts to halt the cuts in library services.



Dr Malcolm Phillips, UK marketing manager, Crookes Healthcare (right), presents a cheque for £10,000 to Eddie Moonie, chairman of the National Eczema Society. The money will be used to produce the Society's quarterly journal *Exchange* during 1988/89. Exchange editor Freda Houlton joins the celebrations at the Society's recent AGM

Every so often a smart bureaucrat in Canberra comes up with an idea for saving money from the Health Service. Community pharmacists are usually fair game for cost-cutting exploits because instead of being paid for their professional services, pharmacists prefer to be paid on unit dispensing costs, with a small counselling element thrown in.

The Pharmaceutical Benefits Remuneration Tribunal is proposing to survey 150 pharmacies to establish the cost of dispensing. The Tribunal is contemplating a survey in the light of an inquiry into dispensing costs in five pharmacies, the results of which were inconclusive, not to say confusing. A firm of chartered accountants, employing seven different cost-accounting methods, derived no less than 30 different costing solutions. Clearly the Tribunal is likely to continue to base its conclusions about remuneration more on product throughput than professional service, unless the profession itself adopts a different stance.

AUSTRALIAN NOTEBOOK



It seems UK pharmacists are not the only ones being pressured to save money. Professor Robert Parfitt and his wife Judith report on plans to cut costs down under.

Shortage

The Victorian College of Pharmacy is to increase its undergraduate intake by 7.5 per cent in response to a growing shortage of graduates in the community sector. Funding will be met by the State Government.

Over the past couple of years, the supply of pharmacy graduates across Australia has lagged behind demand for pharmacists. Country areas are affected particularly badly. Mr Jim Matthews, national president of the Pharmacy Guild, has predicted a worsening of the situation as the population ages. Other factors cited as influencing the imbalance include an increase in the number of doctors in general practice, and the large number of women graduates entering the profession.

Perhaps a look at median salaries for professional graduates might afford a clue to the shortage. According to a University of Sydney survey pharmacy is equal bottom of a list of 19 professions in its starting salary. Surprisingly, its partner at the bottom of the table is law. Dentistry and medicine head the list.

Supermarkets

Another blow could be dealt to community pharmacy if the Australian Retailers' Association were to get its way. This august body wishes to see an end to pharmacy-only product policies. At a time when we should be putting the sale of all medicinal products under professional supervision, Mr Don Newson, health food merchandising manager for Woolworths, has called for supermarkets to be permitted to sell all non-scheduled products. He has equated scheduling with the need for counselling, indicating that if counselling is necessary the product should be scheduled. The Pharmaceutical Society of Australia now needs to press for legislation to restrict the outlets for potentially dangerous products, such as aspirin and paracetamol.

Mr Newson claimed that supermarkets do not encourage people to take analgesics. However, if the outlets increase, so do the total sales! He further asserted that supermarkets were motivated by profit, not by image or health.

Diabetes

Pharmacy in Australia has lost its pre-eminent position in supplying diabetics with all their requirements other than insulin. Towards the end of 1987 the Federal Government decided that it could make savings by subsidising the amalgamated State Diabetes Associations, known as Diabetes Australia, in offering accessories to registered diabetics. Diabetics can now purchase their syringes, test strips, etc, at cut-price and post-free directly from Diabetes Australia. This is a real gain for diabetics in cost and convenience. Pharmacy, on the other hand, lost not only the business but a sphere of professional influence.

Professor Robert Parfitt is deputy vice-chancellor (research) at the University of Western Australia and Judith Parfitt is a hospital pharmacist.

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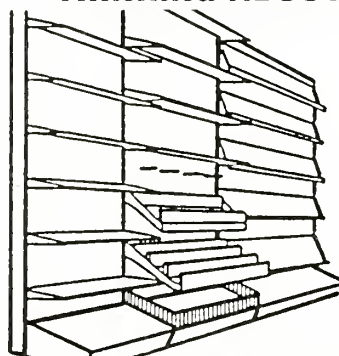
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POSTBAG

AAH: judge and jury?

As Mr Revell continues to set himself up as judge and jury and to utilise your columns "to review the progress" of AAH's legal objections to the Unichem share scheme (**Letters**, last week), I would like to put the case from the "defendant's" point of view for those of your readers who may still be interested in the facts.

AAH's letter of February 24 attacked the Unichem scheme and the Unichem Board from several different angles. There was no announcement of any long-awaited competitive scheme by AAH, causing many pharmacists to feel they had been misled and let down.

Last month we received notifications from the DTI that there were to be no proceedings against Unichem under the

'OFT to investigate whether scheme is anti-competitive'

Prevention of Fraud (Investments) Act. We were happy to agree that future advertisements and relevant publications be issued or approved by our stockbrokers and advisers in accordance with the new Financial Services Act.

Last week, the Office of Fair Trading announced it would commence a formal investigation to determine whether the Unichem share scheme was "anti-competitive". This was to be expected following the high level of debate brought about by AAH and other competitors of Unichem.

However, the OFT will not be considering the share scheme under the Restrictive Trade Practices Act or the Fair Trading Act, and the scheme will continue unaltered during the course of what could be a lengthy investigation. The OFT could eventually refer the scheme to the Monopolies and Mergers Commission to consider whether it is anti-competitive and if so, if it is *also* against the public interest. I remain confident that despite the success of the Unichem scheme there will remain effective competition between wholesalers with the result of a better service to pharmacists and hence to the members of the public. Therefore, it can be seen that AAH's accusations that the share scheme is unlawful under these various Acts have either been ruled out already, or in my opinion will be once the inquiry has been completed.

AAH seem to *want* the DHSS

to clawback gains our members are likely to make from our share scheme and are even suggesting *how* this could be achieved. (Once again implying that they do not believe that the scheme will be stopped.) The issue of four million additional £1 shares to our members over the next two or three years — or an average of around 900 per outlet — must in my opinion be completely outside the Department's calculations. Keeping track of eventual sale of the shares and the possible capital gain would be an administrative nightmare.

If AAH believe the DHSS will attempt a "clawback" they should recommend all pharmacists to join Unichem as "clawback" is always averaged — as the recent PI announcement shows.

So I make the score, after five rounds, four-nil in Unichem's favour, with the result from one match "postponed". However, the real jury in this drawn-out case can only be the Unichem shareholder members, and they will be voting on the scheme at our forthcoming AGM. After all, Unichem is a society run by professionals for professionals, and I am heartened by the wonderful response that has already been given in support of our unique scheme.

P.J. Dodd
Chief executive, Unichem

Unichem: a circular matter...

I am grateful to you for your accurate reporting of the DTI ruling that circulars distributed by Unichem are likely to have breached the provisions of the Prevention of Fraud (Investments) Act 1958. This flatly contradicts Unichem's assertion, contained in a "damage limitation" statement rushed out

'On May 18 members will be asked to endorse scheme'

before the Minister had reported either to Parliament or AAH, that it "had at all times complied with the relevant legislation".

This raises an interesting legal issue. On May 18, Unichem members are asked to endorse the share scheme "Heralding the Next Era", a resolution that can have no meaning except by reference to a brochure issued in January, which was a circular

alleged by AAH to have in breach of the Prevention of Fraud (Investments) Act in its complaint to the DTI. In view of the "strict compliance" undertakings in respect of future conduct I am sure members will be concerned to know how their directors intend to propose the resolution without advertising the scheme.

In another publication, I have seen it suggested that the DTI decision makes little difference to the Unichem campaign. With the threat of prosecution overhanging the directors if there is a further breach of the undertakings, I respectfully suggest that the decision makes a considerable difference, not least to Unichem's image. The difficulty with the AGM resolution is just one example of the constraints under which its board is now obliged to work.

A.W. Revell
Chairman, AAH Pharmaceuticals

Editor: The "accurate reporting" referred to by Mr Revell was given to C&D by the DTI in this way:—

Mr John Townend, MP, asked the Chancellor of the Duchy of Lancaster when he expected to make a decision on whether to proceed against Unichem for alleged breach of the Prevention of Fraud (Investment) Act 1958. Mr Francis Maude's holding written answer (*Hansard*, April 26, p116) was: "My Department has obtained strict undertakings from Unichem to comply with relevant statutory provisions in the future. In the light of these assurances and having regard to all circumstances, I have decided not to institute proceedings."

The following additional words were given to C&D by the Department of Trade but we understand they were not in fact included in the written answer: "After careful consideration on the legal issues I have concluded that Unichem are likely to have breached the provisions of the Act concerning distribution of investor circulars without authorisation or permission."

PI — supply and demand

I read with astonishment the comments of Brian Lewis in your April 30 issue — speaking for the Association of Pharmaceutical Importers.

Mr Lewis speaks of likely difficulties in being able to get hold of PI products if the market demands were to increase. I

Continued on p958

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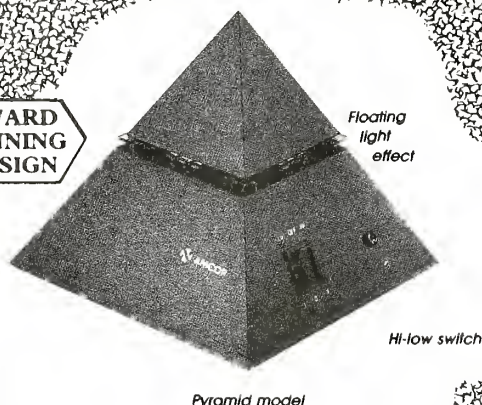
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LETTERS

should like it to be known that, while Mr Lewis may speak for himself and for other API members, he is not in any way reflecting the views of my company. At Stephar we operate at an average line count of 98.7 per cent, while carrying the largest range of parallel imports in the market. I am sure that other large independent PI companies are also able to compete favourably in this respect with the traditional distribution channels. Furthermore, we are confident of maintaining our existing level of service throughout the expected increase in demand.

Doubtless Mr Lewis has fallen into the trap of exchanging the short term savings of shared licences through a modest API membership fee, for the long term stability of holding one's own licences. By having Licences, Manufacturers (assembly only) Licences, product liability insurance, recall system and integrated buying system for our Dutch and UK operations, we are able to control all aspects of distribution. This is especially relevant to obtaining the necessary stocks to maintain an efficient and continuous service.

API members who rely upon their central organisations to supply their stock may have to be satisfied with their limited access as a function of their level of investment in the operation.

M.C. Hamilton
Sales director, Stephar (UK) Ltd

Share and share alike

Unichem seem to be suggesting to everyone, customers and non-customers alike, that by trading with them they will be issued with the right to purchase additional shares. How can we all end up with 'more' shares and it actually mean something? Surely we must all see these additional shares as performing two major functions. First, they will disproportionately reward the multiple contractor and second, they will distribute a number of shares to Unichem staff.

I surmise the majority of Unichem shares are currently held by small customers. A single shop will at present own 600 shares and under the scheme can hope to increase this. However, a multiple group like my own with eight shops, has at present a holding of 1,000 shares and is being wooed with tales of increasing the holding to 10,000 shares, with a Stock Market value of up to £250,000. A lot of money!

However, I don't really want to change wholesale supplier and expect to continue to use Unichem as a second account. What this does show is that the small Unichem customer is certain to find that his/her return is actually diluted by the changes. Yet these smaller shareholders at present own by far the largest proportion of Unichem shares; have they understood the implications of the proposed deal?

In fact I commend to them one of the three courses of action: retain the *status quo* — which leaves no-one any better or worse off; accept the offer from Macarthy — which brings in some money now with the promise of more later if you buy from them, or (perhaps the most sensible if one is tempted by sharing in the flotation) to vote for an immediate flotation and thereby prevent this issuing of many millions of additional shares.

Philip Hunt
Bristol

'Blood money' for closure

I have just received the compensation for the closure of my business (nearly £20,000) and you may well think I should now be the happiest man alive. On the contrary, never in all my life have I felt so miserable. It feels as if I have been paid blood-money for some horrible crime and, although keeping open would have been likely to cost me £10,000 a year, it still seems wrong to close.

Here was a pharmacy which had supplied the needs of the local community for more than half a century, what right had I to destroy it? But what else could I do? Here were devoted staff who had given of their best for many years, dispensing 10,000 scripts a year, beloved by countless customers. How could I break this relationship?

Now there still remains no less than five pharmacies clustered in and around the Health Centre in Parkstone — then a gap of nearly two miles of a densely populated area to another group of three pharmacies near the medical centre at Westbourne. This results from the 'rational distribution' policy of DHSS and of the Pharmaceutical Services Negotiating Committee but does it make sense?

Stanley G. Bubb
Poole, Dorset

STAMPEDING SLIMMERS

Storm Retail Pharmacist

Hamburgefonstiv iam admodum in in his regioni
mitigati raptarum animi erant sed is burgefonsitiv
earum parentes tum maxime veste admodum in
rantarum ani

DAP INUNDATED BY REQUESTS!!

POST ROOM BOY COLLAPSES FROM EXHAUSTION

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tates concitabant undique mitt querelis cet civi
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Tatis regem Sahinorum

DAP REASSURES DESPERATE SLIMMERS
'DON'T WORRY THERE'S PLENTY TO GO ROUND'

CHEMISTS LOSE OUT IN SLIMMING SELL OUT

BY DAVID SOLOMON, M.P.S.

EXCLUSIVE

ANOTHER MISSED OPPORTUNITY?

"The launch of Enervit Protein creates a real opportunity for community pharmacists to recover both sales and profit in a marketplace which has been steadily drifting away from them over the last few years". So said David Goss the Sales Director of D.A.P. at the product launch in January this year.

The total value of the slimming/diet market in the UK has grown considerably in recent years, but the influence of products such as Cambridge Diet and Microdiet, together with other brands sold directly to the public, have deprived the retail pharmacist of his influence and profit, in an area in which their customers have traditionally looked to their local chemist for advice and assistance.

Enervit Protein is marketed through pharmacies, packaged and priced in a manner particularly suited to these outlets, creates an excellent return on stock investment and has a powerful £500K consumer advertising campaign which commenced in major women's magazines during

April. Additionally D.A.P. provides pharmacist and counter assistants guides for stockists, plus a range of window and in-store display materials.

Contacted last week, David Goss stated that D.A.P. were being inundated with enquiries, from consumers who had not been able to find Enervit Protein in their local pharmacy, within their locality. Worse still, some of these potential customers had been told that the retailer could not obtain Enervit Protein despite the fact that all wholesalers are stocking the brand.

The consumer 'buy-line' for Enervit Protein is **'Now you don't have to lose out to lose weight!'**

Make sure **you don't lose out**, by contacting D.A.P. or your local wholesaler today.




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Rademaker M, Munro D. Mims Magazine
1 May 1986: 30-32.

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Product information

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Not recommended for use in children under 10 years of age without medical advice.

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Efcortelan P Cream 0004/0327

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Greenford, Middlesex UB6 0HE

BUSINESS NEWS

Duracell buyout

Duracell's management along with Wall Street investors are to buy the battery manufacturer from Kraft in a deal worth around £970m, according to the *Financial Times* this week.

Duracell controls about one-fifth of the World battery market with annual sales of \$1.1 billion and has been owned since 1980 by Kraft, an American Midwest food manufacturing group. Kraft say they want to concentrate on their \$10 billion food business.

Romance at the chemists

Chemists are one of the "non-traditional" outlets through which a new film company is hoping to sell its series of romantic dramas.

Summerhouse Film Products is planning 16 one-hour light romantic dramas based on stories by contemporary writers and targetted at female audiences. Chemists, supermarkets and hairdressers are among the outlets through which Summerhouse hope to reach them.

Their first drama, *Torchwood*, is now being made, and the company is negotiating with distribution companies, say Summerhouse Film Production Ltd, 3 Thayer Street, London W1M 5LG.

Nimslo comeback?

The Nimslo 3-D still camera may be on sale in Britain again at the end of next year.

The camera is to appear in the UK this Autumn as a premium product promoting other goods, according to a recent report in the *Evening Standard*. It is expected to go on sale in the UK for around £75 but that should later drop to about £35, says the report.

Unichem say no EGM after 'slip up' on forms

Unichem members are being asked to vote again on Rotherham pharmacist John Newbould's alternative resolution on the share scheme (*C&D*, April 23 p805), after less than 400 of the 580 returns proved to be valid.

Mr Newbould's resolution supports flotation immediately, or at a later date set by members, and confines the scheme to only those pharmacists who were Unichem members on March 31 of this year. But Unichem's chief executive Peter Dodd said they cannot lawfully call a meeting. "Our solicitors vetted the forms. We found some people were not our customers, others hadn't authorised the form with the full company name and signature. Others had changed the proposed resolutions," said Mr Dodd.

The co-op has now written to all members identified from the forms, who account for over 10 per cent of the membership, with a pre-printed slip and pre-paid envelope asking them to either indicate support for or against an EGM to discuss the resolution.

Mr Newbould told *C&D* that he recognises the mistakes made and says Unichem's move is

"very reasonable". "It was a slip-up," Mr Newbould told *C&D*. "I haven't done this kind of thing before. I wonder if Mac's have made the same mistake?"

Macarthy's say they are not likely to run into such problems having received over 1,000 forms supporting their resolution to meet and talk about the merger. But they are not planning to call an EGM yet, a spokesman said this week. "We hope first to reopen negotiations with the Board. The Board, however, have so far refused to talk, but directed us to Phillips & Drew. They too will not negotiate until we come up with a higher bid."

Next Wednesday's AGM at Unichem House in Chessington will seek the members' support for the share scheme, which is now being investigated by the Office of Fair Trading. But if more than 400 members turn up the meeting will have to be adjourned, says Mr Dodd. After being unable to find a larger venue, they have decided to hold the meeting in the canteen which by "packing them in" can house 400. Mr Dodd does not anticipate that many members turning up.

Antivirals boost profits for Wellcome

Increased sales of both Retrovir and Zovirax helped increase Wellcome's interim pre-tax profits by 17 per cent.

Pre-tax profits stood at £94.8m (£81.2m) for the six months ending February 27, on sales up 6 per cent to £588m.

Wellcome said exchange rates, particularly the strength of sterling against the dollar, had a large effect, as 90 per cent of the company's turnover is outside the UK. They say that if results had been calculated using constant 1988 exchange rates, pre-tax profits would have been up 45 per cent.

Earnings per share increased to 6.4 pence and there is an interim dividend of 1 pence.

Retrovir, the antiviral licensed for AIDS and AIDS related complex, showed its first profit. The level of this has not been revealed, but the company said it was now available in 40 different countries and sales for the period reached £40m, compared to £16m in the second part of last year. In February Wellcome received a US patent covering the use of Retrovir for treating AIDS and ARC.

Wellcome's chairman Alfred Sheppard said they had been encouraged by early results of trials investigating the use of Retrovir in patients with early stages of the disease.

A 46 per cent increase in sales of Zovirax, used for treating herpes and shingles, also boosted the interim figures. Sales climbed from £71m to £94m. Mr Sheppard said they are still waiting for marketing approval from several European countries and the USA.



The five man board of Rousell raised over £3,500 for "Arthritis Care" and the Great Ormond Street "Wishing Well" appeal. The ride of 80 miles from Swindon to Rousell's headquarters at Denham was in support of the company's 50th anniversary charity fund scheme. Pictured (left to right) are managing director George Powderham, technical director Bryan Matthews, financial director Keith Adams, marketing director Brian Evans and medical director Chris Good

Vantage have extended their Travel Club schemes to include employees at Vantage pharmacies. Vantage members and their staff now all have free access to the club organised with The Creative Travel Company, which offers a £6 cash bonus for every complete £100 spent on a holiday service, say Vantage.

Rates concern for rural businesses

The Government has been urged to give special consideration to the difficulties likely to face small businesses in rural areas where the proprietor lives "over the shop" when the new rates regime is introduced in England and Wales in 1990.

When the Local Government Finance Bill was given an unopposed second reading in the House of Lords this week, peers highlighted the problem which may face such businesses as a result of the revaluation of commercial premises, the introduction of the Uniform Business Rate and the community charge or poll tax.

Lord Bestead, the leader of the Lords, reaffirmed that the Government would provide transitional relief for small businesses and suggested that some of the fears expressed were likely to prove to have been exaggerated.

Food for thought at Milupa

Major product and site expansions and top level appointments are in the pipeline at Milupa starting with two new recruits to the local board of directors.

Joe Eastwood is appointed scientific director and Ben Mullen is promoted to sales director for

the UK and Ireland. A new financial director is being appointed to complete the team.

Managing director Trevor Bell says they aim to double their sales to £50m in the next five years, and he told *C&D* they hope to expand into related areas like convalescent, health and diet foods in the future. The marketing department is being built up by further recruitment and distribution enhanced via the National Freight Consortium who will now distribute products nationally, says Mr Bell.

The company are currently buying new premises in Uxbridge and are examining possible brand and company acquisitions, he added.

Marketing moves at Crookes

Crookes have reorganised their marketing division with the aim of increasing their strength and interdivision co-ordination.

Kevin Wilson has been promoted to the new position of director of consumer products marketing of Boots Industrial Division, trading as Crookes in the UK, and is responsible for the drawing together of UK and the worldwide consumer products.

Dr Malcolm Phillips is promoted to head of healthcare marketing worldwide, Bernard Bremer and John Appleby to senior marketing managers, Healthcare, and Tom Gurney to senior marketing manager, Farley's Milks. All the latter will now have both UK and worldwide responsibilities. A new head of marketing for food and toiletries is to be appointed shortly.

IN THE CITY

The UK stock market was gripped by a new bout of enthusiasm and the broadly based FTSE-100 index rose above 1,800 points as the battle for Rowntree swung into action. However, looking behind the fervour induced by the bid hype, the market presents a rather lacklustre face.

Despite booming company profits, investors still show some reluctance to invest in equities and investment policies are likely to continue emphasising cash and taking trading opportunities in takeover situations.

The Swiss-based multinational, Nestle's bid for Rowntree not only sent shares in branded food companies soaring, but also in "brand name" companies in the household sector. Reckitt & Colman gained 100p in less than a month, partly on the back of an impressive set of results for 1987 which featured a 20 per cent rise in pre-tax profits. To a lesser extent, Beecham shares were also caught in the bid fever spiral.

It is unlikely that anybody will bid for either of these companies, certainly no potential candidates present themselves. Their share price is likely to slip back.

The main focus recently was interim results from Wellcome. Despite coming in at the lower end of expectations the market was encouraged by news that their anti-AIDS drug Retrovir is effective among asymptomatic HIV positive carriers, increasing its application. Look out for further developments when Wellcome attends the anti-AIDS conference in Stockholm in June.

Recent interest in the sector also pinpointed Fisons. News of optimistic results from US clinical trials of the company's AIDS-related pneumonia prophylactic, aerosol pentamidine, led to good improvement in its share price.

Investor's hopes that a bid for Amersham was imminent were dashed following share dealings by three of the company's directors. Although the deals were small and together imply nothing about current trading, they do have implications for the share price.

Any bid for the company would have to be have the royal nod from the directors because 75 per cent of shareholders have to agree to any one party holding more than 15 per cent. The very fact that the directors were dealing logically implies that such a bid is not in the offing.

The share price has enjoyed a strong premium rating because of the preceived bid prospects, but it is now unlikely to be sustained.

COMING EVENTS

Locum study

Provincial Pharmacy Locum Services are holding a series of one day study days for pharmacist locums.

The first is to be held in Birmingham on Sunday May 22. The programme for the day includes a locum explaining the "pleasures and pitfalls of locuming", a proprietor pharmacist on the "sorrows and joys of employing locums", an ex-tax inspector who plans to go through some of the implications of being self employed and there is to be a "professional session" concentrating on an aspect of community pharmacy (speaker and subject to be confirmed).

The day is free but numbers

are limited. Anyone wishing to attend should contact *Provincial Pharmacy Locum Services* on 021-356 1881.

IPEX '88

The first Irish pharmacy exhibition IPEX '88, will be held at the Industries Hall, Royal Dublin Society Buildings, Ballbridge, Dublin, on August 17-18, sponsored by the Irish Pharmaceutical Union. The organisers say 60 per cent of space has been booked.

Further details from John Palmer Exhibitions Ltd, 3 Woodbine Park, Blackrock, co Dublin, Ireland. Tel: 01-694022.

An exhibition commemorating the 40th anniversary of the World Health Organisation will be on show in August at the National History Museum, London.

Monday, May 16

North Metropolitan Branch, Pharmaceutical Society, general meeting at the School of Pharmacy, Brunswick Square WC1 at 8pm. Refreshments from 7.30pm.

Wednesday, May 18

West Metropolitan Branch, NPA and Pharmaceutical Society, in the District Personnel Board Room, St Mary's Hospital, Acrow Building, 7-9 South Wharf Road, London W2 at 7.30pm, coffee and sandwiches from 6.45. There will be a talk by Mr A. Nathan on "Supervision, Law and Ethics".

Advance information

Institute of Chemical Engineers. Symposium on "Containment and sterility in the pharmaceutical industry", on July 13 at the Risley Conference Centre, Warrington. Members £92, non-members £103.50 including VAT. Information from D. Greenwood, 45 Hadrian Way, Sandway, Northwich, Cheshire CW8 2JT.

National Association of Health Authorities. Conference on Public Health on June 10, at Regents' College, London, to be opened by Sir Donald Acheson, chief medical officer. NAHA members £79.35, non-members £96.60. Details from Ann Mason. Tel: 021-471 4444.

Society of Cosmetics Scientists. General meeting on May 19, at Rubens Hotel, 39 Buckingham Palace Road, London SW1W 0PS, 6pm.

Do you shirk your shrinkage problem?

Independent retail security consultant Howard Sledmere pinpoints where you and your business might be losing out

Recently Home Secretary Douglas Hurd launched an attack against crime, injecting £11.5m into a massive publicity campaign — not before time. The man in the street will be reassured by this positive approach, but retailers have been victims of crime for years, masquerading under the name of Shrinkage.

Perhaps crime sounds too strong a word to use, but let us study the facts. It is believed that retailing is losing £1,000m each year through this malaise. So what? Most pharmacists can hardly suppress a yawn when they hear such figures bandied about, they are difficult to relate to personally.

Yet when you press the point with a chemist, he will admit, sometimes grudgingly, that his business is contributing to this huge sum, though to what extent, his system is unable to tell him. Significantly however, one medium-sized multiple admitted to me that one of its branches was

working for nothing each year, just to pay for the losses.

Uniquely, the chemist has a major problem — supervision. While dispensing drugs, his ability to monitor shop activity is constrained by scripts. Furthermore, by the very nature of his professionalism he has little time to consider the art of Loss Prevention, even though some application would certainly improve his profits.

But imagine that we could drag him away from his dispensary. (it would almost be worth getting in a locum) he would probably say: "OK I'm losing money and stock, but where is it going?"

To answer such a question in precise terms would argue the wisdom of Hippocrates, but there are benchmarks and they are useful to get the thinking on the right lines. In broad terms then, it is held that the problem is broadly proportioned thus. Short deliveries/bad paperwork 15 per cent, customer theft 25 per cent

and staff 60 per cent, and of the latter, 40 per cent is suspected of coming out of the till. One wonders whether Douglas Hurd is aware of those figures; the majority is unalloyed theft!

At least these ball park figures allow for intellectual adjustment, for it is not uncommon for the poor old customer to shoulder all the blame. Of course, within those loss areas there are many others involving receiving goods, price marking, deterring customer theft etc. However, I will isolate the till, because it seems a large part of the challenge is there.

A bald question then, when did you last review the way you use your cash register? Be honest.

Many retailers see it as a useful receptacle for money — yet through that familiar machine passes the life blood of the business, say £100,000 a year. If a chemist had such a sum in his dispensary, from which his staff were daily making change, he would be riding shotgun over it!

Yet often he discovers that the price indicator has been obscured by an over-enthusiastic merchandiser, the ticket is not given and, if it is, it cannot be read, the cash drawer stays open between transactions. No Sales can be rung at will and, often overlooked, the information the register is designed to provide, is neglected. That sad picture spells "Temptation" and, as Noel Coward said, "that's one thing I cannot resist."

Much has to be done to create a tighter Shrinkage Control System but as the national average hovers around 2 per cent, halving that figure must mean good news and it can be done.

Staff co-operation and education is an important factor and could be a start in reducing profit haemorrhage. The tourniquet cannot be applied too soon. Adapt Douglas Hurd's theme: "Crime — together we'll crack it", but for Crime substitute Shrinkage.

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Job description and application form are available from Jane Fleming, Ext 3118. Closing date is May 27th 1988.

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ABOUT PEOPLE

Park romps home

Glasgow pharmacist Graeme Park upset the political applecart last week in the local council elections by unseating the Labour candidate in Johnstone Spateston for the first time since the ward was created in 1974.

Mr Park, standing as a Social and Liberal Democrat, romped home with nearly three quarters of the vote cast and a 1,009 majority. He attributes his victory to sustained campaigning on local issues for the past five years.

He has stood four times before, but last week saw his first success. "My main interest is in community politics," he says. "I believe people should have more control over their own lives and should be consulted." Housing is particularly important to him.

Although he will be taking time out of his pharmacy for council meetings, which are in the afternoon, he has no intention of using a locum any more than is strictly necessary. "Working in the pharmacy keeps me in touch with the community," he says.

Having a high profile on the High Street has political benefits and makes him easily accessible to his constituents.

Footnote to famine

Mr Ketan Shah and friends have raised around £7,000 through "A Step Against Famine", but he says he is disappointed by the support from community pharmacists — zero!

The charity account is due to close in two weeks time, and Ketan says he is determined to make it into five figures. "Just a pound donated by each pharmacy would go a long way," he says. Cheques to "A Step Against Famine", 3 Kenton Park Crescent, Kenton, Harrow HA3.



Guildford pharmacist Hazel Foster receives a ticket to spend a holiday weekend in Paris from manager of retail marketing at Wyeth, Hugh Vosper. She won the competition by correctly answering questions on the uses of Algiplan

Q&A correction

The answers to some of the questions in C&D's Q&A on oxygen last week (p892) contained some inaccuracies. To put the record straight the "approved" versions are:

Answer 2: A portable oxygen cylinder is not available on FP10.
Answer 5: FP66 should be used to list the names of patients borrowing oxygen sets in a particular month. FP66a has to be signed by the patient or representative to verify delivery. The forms are obtainable from the Prescription Pricing Authority.
Answer 6: Payment is not made

for each set on loan but on the number of sets each pharmacist holds. A delivery fee will be paid on the basis of one return journey for every three cylinders, or balance of an order in excess of a multiple of three cylinders.

APPOINTMENTS

Spectrum Marketing: Mark Rosen, formerly product manager of David Anthony Pharmaceuticals, has joined as sales manager and John Whitehead has joined as area representative for Yorkshire.

J. Pickles & Sons: Howard Chaplin has been appointed national sales and marketing manager to replace Dennis Corson, who has now left the company. Mr Chaplin joins the company from Reckitt & Colman, Hull.

Unilever: Iain Anderson and Christopher Jemmett have been elected directors and Jos Westerburgen secretary. Director Gordon Stevens has retired from the board, and former secretary Ceef Buijs has resigned to take up another appointment.

Swaddlers Ltd: Claire Brooks-Matthew is appointed product manager responsible for Cares and Confidence.

Something smells very fishy...

Builders converting an old grocery store into a pharmacy caused a stink last week when they discovered a horde of pre-War kippers.

L. Rowland & Co are moving from their established premises in Vale Street, Denbigh, Clwyd, down the road to new premises in what appears, in an earlier incarnation, to have been a grocers.

Branch manager Sylvia Whitehead explains how the kippers were discovered: "The builders were down in the cellar checking the foundations. But they found one part bricked up, so the architect asked them to knock the wall down and when they did, they found the space piled high with the tins."

It didn't take too long to work out the tins' contents as the passing years had left their mark, and a certain odour.

Mrs Whitehead says that she can only imagine that they were stored following some deal for later resale and then forgotten. All the evidence points to them being pre-Second World War.

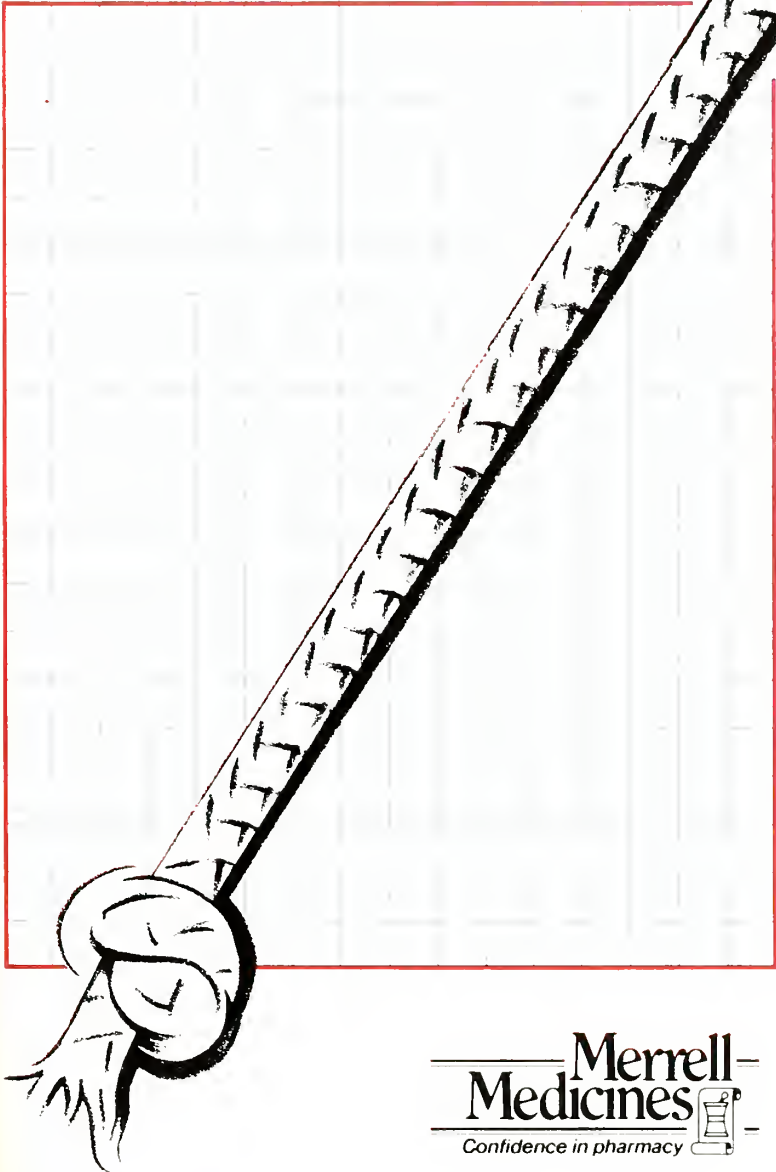
The tins — there were enough to fill three large rubbish skips — now have a final resting place at the local dump. And the people of Vale Street can breathe easily once more.

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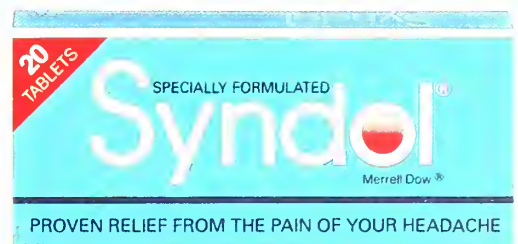
Pharmacists are sure of 100% support from Merrell Dow, with a 50% profit on outlay, before bonuses are offered, which makes it well worth the time and effort to counter prescribe Syndol.


- 
- ▲ Most tension headache sufferers are female – often younger women with children. (2)
 - ▲ The headaches may occur more than once a week. (1)
 - ▲ Pain is bilateral, non-throbbing and may radiate over the whole head. (1)
 - ▲ Simple analgesics may give inadequate relief. (3)

References:

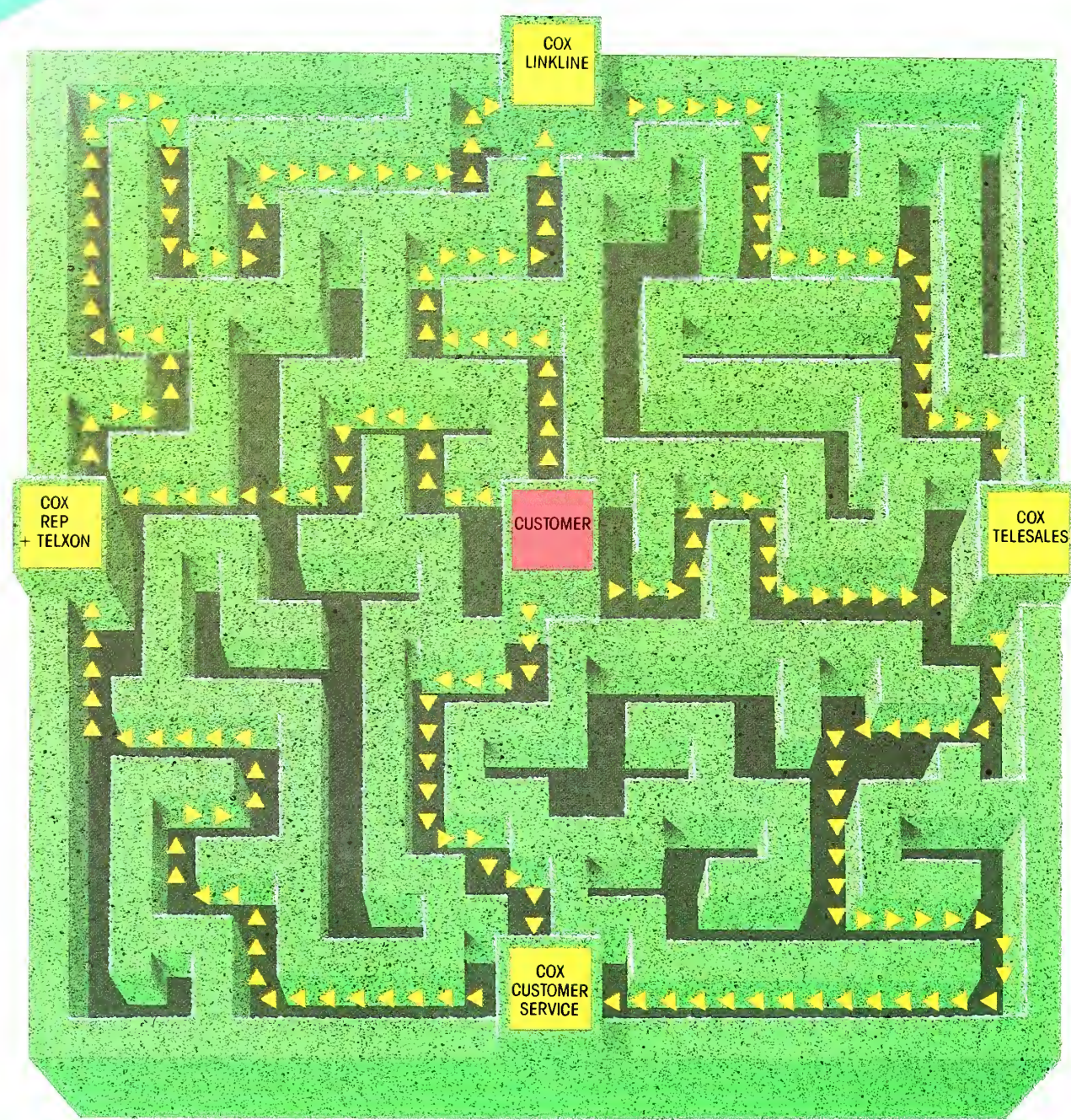
1. Lane K. World Medicine 1981; April 4
2. Taylor Nelson. Nov 1981
3. RSGB Tension Headache Survey. Nov 85.

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